

CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 30, 1984

a Benn publication

PSNC accepts
principle of
reduced
oncost, not
abolition

Sales up,
stocks down,
say Nielsen

Unichem to
expand profit
share range

Clinical
pharmacy:
GI tract pt 4

ELECTRICALS
FEATURE

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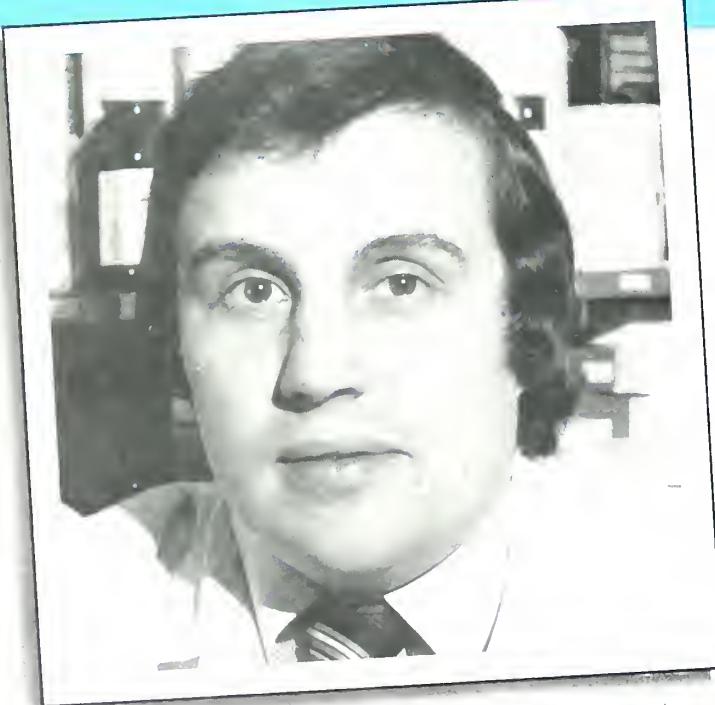
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NUMARK
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It seems some contractors and some LPCs have been in the dark about the appeals criteria for basic practice allowance, when perhaps they should not have been. Mr J. King, Norfolk LPC, said at the June LPC conference he understood the criteria involved more than distance between pharmacies — the 1km rule. Certainly news of such disquiet reached PSNC some time ago, for it sent out "further guidance" to LPC secretaries in May and, at its June meeting, asked its technical subcommittee to discuss the guidelines again.

The appeals procedure is set down in FPN 321, first sent to LPCs in November 1982 — presumably without any fanfare, judging by the relative lack of awareness.

On appeal, affected pharmacies can voice their objections and LPCs are invited to consult locally before commenting.

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COMMENT

However, an LPC is required to give details of: script numbers dispensed by objectors' pharmacies from local surgeries; rota, oxygen and emergency services provided by both objectors and appellant pharmacy; population within the area of, and number and locations of surgeries within 1km of, the appellant pharmacy, together with number of doctors and the sizes of their lists and any other relevant factors.

Appeals are heard by the Secretary of State in consultation with PSNC. PSNC's chief executive, Alan Smith, told C&D no rigid figures are used to assess whether, for instance, an objector pharmacy is dispensing sufficient scripts to cushion it against the opening of a new pharmacy, or what are the permitted ratios of pharmacies to population or pharmacies to surgeries. In any case, Mr Smith said, the interests of the patient over-ride those of the contractor. However, national average figures would

be taken into consideration in judgment of the whole situation.

So there contractors have it, at least until the technical subcommittee comes up with new proposed criteria — or until PSNC publishes the pertinent national averages. So long as a comprehensive pharmaceutical service is provided in an area the public interest is served, albeit on occasion by a contractor operating without a BPA because he feels his is a necessary part of that service.

The real need is for reasoned accounts of decisions to be published, so that justice may be seen to be done. Is there, for example, a mechanism for "protected" pharmacies which do not provide a good service to face appropriate competition? But perhaps that is a matter for Pharmaceutical Society action, rather than action by PSNC.



On-cost to be reduced, not abolished

The Pharmaceutical Services Negotiating Committee has amended the on-cost recommendation in the "Pharmacists' Charter" — passed by 99 votes to 96 votes by representatives at the recent Local Pharmaceutical Committee conference — so that it "reflects the wishes" of that conference.

Recommendation e) of the "Pharmacists' Charter" now reads: "That on-cost payments should be substantially reduced provided that annual negotiations take place under the direction of a permanent pharmacy review body and that the professional fee be related to the period of treatment."

Conference rejected recommendation b) on reducing the supplier's margin to eliminate discounts, s) on paying a professional fee when a pharmacist does not dispense a script and cc) on the joint contract.

PSNC agreed at its June meeting it was unfair to expect contractors to be discounted on items such as ostomy and other appliances where they were unable to obtain discounts from their suppliers. The following resolution therefore replaces b): "The current pricing conventions be retained but that arrangements be made for invoice price to be paid on items where the pharmacist is unable to obtain discount from any supplier".

It was argued that as this proposal cc) had been lost, the resolution of the previous conference, ie "that the contract be with the pharmacist in-charge and the Family Practitioner Committee, replace cc) in the "Pharmacists' Charter".

It was agreed, as reported to LPC conference, that no details of on-going negotiations would be published until they were nearing completion.

Basic practice appeals. The Committee was informed that further guidance on the basic practice appeals procedure had been sent to LPC secretaries on May 18, 1984 (PCL(S)) 14.

Some members of the Committee considered that LPCs were still not fully conversant with the role of the LPC in the basic practice appeals procedure and it was agreed that guidelines for the procedure be discussed again at the next meeting of the technical subcommittee.

Proprietors' notional salary. The pharmacists review panel would shortly be deciding whether it would consider the proprietors notional salary concurrently

with the profit margin issue. It was anticipated that the report of the pharmacists' review panel on the profit margin issue would be published early in August.

Nuffield inquiry. The draft submission to the Nuffield inquiry into pharmacy, prepared following the PSNC's working party deliberations, was considered in detail by the Committee. Some amendments and additions were made to the draft document and it was agreed that the final submission would be forwarded to Nuffield as soon as possible. The full text will also be sent to the LPC secretaries.

Parallel imports. Guidelines for the supply of parallel imports have been approved by the Committee and will be issued to contractors towards the end of June following the publication of the modified licensing arrangements for the parallel importation of the medicines.

Oxygen therapy service. Pharmacy contractors are advised to endorse all NHS prescriptions calling for oxygen gas with the net price. The Committee was concerned that the reduction in the price of oxygen cylinders by BOC, with effect from June 1 1984, will be used by the Prescription Pricing Authority for pricing of June 1984 prescriptions.

PSNC had made representations to the DHSS for the reduced price to be delayed for pricing purposes until July 1, 1984, stating that oxygen contractors were obliged by their terms of service to hold stocks of oxygen cylinders and, because of the one full for one empty policy of BOC, these stocks were higher than necessary.

In its letter refusing to implement this delay, the DHSS pointed out that August 1983 (for which a special concession was made) and June 1984 are the only recent occasions when the price of oxygen cylinders has been reduced. All other recent price changes have been increases from which oxygen contractors have benefited financially.

The Committee agreed that in view of this refusal the attention of oxygen concentrators should be drawn to the first amendment to the "Drug Tariff" dated June 1983, page 22, also amendments to the Drug Tariff dated January 1984, page 21, which states that where oxygen has been purchased at a price other than the Drug Tariff price this would be reimbursed providing the prescription is endorsed to this effect.

Solicitors may advertise

The Law Society's council voted last week to allow solicitors to advertise their services and charges from October 1.

The advertisements must be in good taste and not likely to bring the profession into disrepute, and there must be no comparisons with other solicitors. The advertising will be confined to Press and radio; mailshots and television advertising will not be allowed.

The council decided that advertising would benefit the public by encouraging people who had previously found solicitors unapproachable to seek legal advice. It was unlikely to lead to a lowering of standards because solicitors were "men of integrity."

The Royal College of General Practitioners is to consider whether patients should be given more information about the services doctors provide such as family planning, home deliveries and antenatal clinics. At present some practices give patients leaflets listing appointment times and which days clinics are held, and so on.

The RCGP's patient liaison group is to present a report to the college in September discussing whether such information should be more widely available, particularly to patients new to an area.

It is not recommending that doctors should advertise as such.



Pharmacist Mrs Evelyn Murphy of Lisburn, co Antrim, is presented with a trophy by Danny Carroll of Nicholas Laboratories after winning the regional final of the Numark chemist national golf tournament, held at Knock golf club. Mrs Murphy and runner-up, Mr John Coll, will compete in the national final for the Rennie trophy. Mr Kevin Shields, Mr Cecil Gibson and Mr J. Boylan came third, fourth and fifth respectively.

Peers fail to limit clawback period to 1 yr

Opposition Peers have failed in an attempt to limit to one year the period in which the Government can "claw back" any overpayment of fees received by pharmacists.

Lord Glenarthur, Under Secretary at the Department of Health and Social Security, repeated the arguments used by Mr Kenneth Clarke, the Health Minister, in the Commons when he rejected an amendment to the Health and Social Security Bill moved by Lord Ennals, the former Labour Social Services Secretary.

Lord Ennals said he understood that pharmacists were being required to pay back £37 million — "backdated all the way to October 1980" — which was supposed to reflect the discounts on medicines which some, but no means all, pharmacists were given by wholesalers. He stressed that many of the pharmacies would have changed hands during the four-year period in question.

Lord Glenarthur insisted "We remain committed to recovering the substantial sums of public money overpaid in drug

reimbursements since 1980, offsetting the overpayments by adjusting future payments." He described the £37m referred to by Lord Ennals as a "movable sum each month; also the sum of £15m is withheld in the balance sheet."

The Minister explained that the full results of the labour and overheads costs inquiry which had been instituted were not yet available, and would be subject to negotiation when they came to hand.

Lord Glenarthur accepted that it was unsatisfactory that the repayments should extend over a four-year period — "but the pharmacists knew when they agreed to the inquiry that the day of reckoning would eventually come. Unfortunately, lack of co-operation with the inquiry by some pharmacists succeeded in postponing the day excessively."

He told Peers "We are now trying to negotiate an improved system which will avoid such delays. We propose to establish a study group with an independent chairman to supervise the conduct of inquiries to a fixed annual timetable and also to produce, again to a set annual timetable, a statement of amounts due to the profession. These proposals represent a very considerable improvement for the individual pharmacist."

The amendment, supported by SDP-Liberal Alliance Peers as well as by Labour Peers, was defeated by 99 votes to 88.

Infant feeding changes traced

"Ten Years of Infant Feeding 1974-84 and the Way Ahead" traces the changes in infant feeding and a series of Government reports which contributed to the developments.

The booklet is aimed primarily at midwives, health visitors and other professionals involved in infant care and is published by Cow & Gate.

"Present Day Practice in Infant Feeding" produced in 1971, was the first government report which said that feeding practices were not ideal and called for improvements, says the booklet. The following year a survey in England and Wales looked at breast feeding rates and when solid feeds were first used. Five years later a second survey showed 67 per cent of mothers were breast feeding at birth compared to 51 per cent in 1975. Similarly breast feeding went on for longer in 1980. And with increased breast feeding, solids were being introduced at a later stage in 1980 compared to five years previously.

Not only had feeding patterns changed but the composition of the feeds themselves had been modified. In fact all the infant

formulae available in the UK conformed to the 1980 Department of Health guidelines several years before they were published, says the booklet. Mixing instructions were also changed so that one scoop of powder was only ever added to one fluid ounce of cooled boiled water, irrespective of the baby's age. As a result the incidence of conditions such as dehydration and neonatal tetany virtually disappeared.

Weaning foods have been altered in type and composition too. Salt and sugar levels have been reduced since the 1974 recommendations.

And for the future breast feeding still seems to be increasing, says the booklet, particularly where there are enthusiastic local programmes. But there is scope for the rest of the country to catch up.

■ **POMs put in the wrong basket.** The new General Sale List Order that comes into force this week (June 30) governs the switching of some Pharmacy-only medicines to GSL, not some POMs to P/GSL, as stated in the headline on p1191 last week.

■ **Safeway contract.** Mr M. Sharma took over the Rotherfield pharmacy in September, 1983 and not as stated (with apparent clairvoyance) last week, p1188.

MoH tackles drugs problem

Last year, 5,900 people were registered as drug addicts by the Home Office — 4,200 were new registrations which is 50 per cent more than the previous year, according to Health Minister Kenneth Clarke.

Research suggests that only one in five people who take heroin and similar drugs are registered. "This means that there could be about 60,000 drug misusers in this country," Mr Clarke said last week.

"The Government is very concerned about this growing problem. The Home Office is taking action to stem the flow of drugs from abroad and the drugs produced and prescribed here." He said the Government was tackling the problem in six ways.

1. Health authorities have been asked to report the scale of their local problem and the action proposed. The report will be in consultation with local authorities and voluntary bodies.
2. Professional bodies like the Royal Colleges are being approached to ask what they are doing on the Advisory Council or Drug Misuse training recommendations.
3. Research is being funded to see why addicts relapse and the factors why adolescents and young adults start drug taking.
4. A medical group has been set up to draw up guidelines of good clinical practice.
5. Health Education Council has been funded to provide guidance.
6. Extra £6 million provided for drug misuse projects.

By gum! No smoke without fire

A Department of Health-appointed tribunal heard evidence as C&D went to press from Manchester GP Dr Chris Steel in his battle to get Nicorette chewing gum made available on prescription.

Backed by the British Medical Association and the Medical Defence Union, he is to contest an appeal by Kenneth Clarke, Minister for Health, against the ruling of the local medical committee that Dr Steele can prescribe the gum, according to the medical Press.

The Minister argues that the nicotine is not a drug and smoking is not a disease. If he loses the case some sources estimate it could cost the NHS some £20m a year. The Health Department's final argument is that the product's efficacy has not been proved.

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LMCs vote for GP dispensing rights

The medical profession is calling for abolition of all restrictions on doctors dispensing.

The annual conference of Local Medical Committees last week passed a motion stating that any patient who elects to receive his medication from his GP should be able to do so in accordance with the doctor's rights under the Medicines Act and following the British Medical Association's policy that every GP should have the right to dispense.

A motion applauding the

pharmaceutical profession's initiative to provide simple medical advice was lost.

The conference called for a box on prescription forms in which the GP could indicate his agreement to generic substitution. The conference deplored the Government's "capitulation" to the pharmaceutical industry by not encouraging use of generic drugs. That imposes enormous financial burden on the National Health Service, it was claimed.

A call to extend the Drug Tariff to include items such as incontinence pads was defeated, as was a motion to provide condoms on prescription in view of their possible protective role in cervical neoplasia and sexually-transmitted disease in addition to their contraceptive effect.

dermatologist from Newcastle, described some of the side effects of high doses of vitamin A and said that for people on a normal balanced diet there was no medical need for vitamin supplements.

There are times when vitamin supplements may prove useful such as in ill health, loss of appetite and at certain stages of pregnancy, the programme said. But under normal circumstances a balanced diet provides all the body's needs.

For the second programme, scheduled for July 3, at 8.30pm, Dr Robert Woodward, MPS, who runs Larkhall Laboratories, Ann Warren-Davis, a director of the National Institute of Herbalists, and Denis Bowley of Booker Health Foods, along with nutritionist Professor Arnold Bender have been invited to a panel discussion. It is suggested that perhaps labelling on supplements could be improved and maximum doses included which would help prevent overdose.

main areas: drug definition and description; drug actions and uses; preparations available.

The data has been indexed using terms from the "Martindale Online Drug Information Thesaurus", a specially-designed publication which will also become available, in due course, on-line. When used in searching the databank, these terms will ensure that information retrieval is fast and simple.

■ The Government is to give £200,000 to research into alternatives to animals for drugs, cosmetics and chemicals testing it was announced this week. The money is to go to the Fund for Replacement of Animals in Medical Experiments (FRAME). It will help work at Nottingham University where human cell cultures are being investigated as a possible method of screening chemicals, Dr Michael Balls, of FRAME, told BBC television.



Solo expeditionist, David Hempleman-Adams protected his lips from the harsh climatic conditions of the North Pole by using Original Lypsyl lip balm. Manufactured by Ciba Original Lypsyl is available in a self-selection tower dispenser containing 36 tubes.

Vitamins can be harmful

Health food and vitamin supplements are fashionable these days, but they can do positive harm. Channel 4's "Health Kick Back" programme discovered on Tuesday.

In the first of two programmes on health food supplements, presenter Joan Shenton looked at some recently-documented evidence of cases of hypervitaminosis, and problems with mistletoe tablets and standardisation of ginseng.

Professor David Philipson, head of pharmacognosy at the London School of Pharmacy, said that the supply of more potent herbal remedies should be under the control of pharmacists or medical herbalists.

Dr Gunter Holti, a consultant

Entrotabs are for chemists . . .

Wallis Laboratory do intend to sell their new antidiarrhoeal preparation Entrotabs (see Counterpoints last week) through pharmacies — despite indications to the contrary in advertising for the product.

C&D had asked about availability to the trade following a report in a marketing magazine that the product was aimed at grocers. Wallis Laboratory explained that the publication has misunderstood the implication of the General Sale List classification.

But C&D received a complaint from a subscriber that Entrotabs were billed as available from "all leading supermarkets and drug stores" in Central television advertising.

Wallis Laboratory explained that chemist wholesalers seemed disinterested. The only way left to obtain a good sell-in was to offer Entrotabs to supermarkets and drug stores — hence the advertising copy. However, the company says it now being asked for the antidiarrhoeal by pharmacists.

■ **Veterinary drugs included in the General Sale List** are now specified in the Medicines (Veterinary Drugs) (General Sale List) Order 1984 (SI 1984 No 768, HMSO £2.70), which comes into effect on June 30. The provisions of this order were previously contained in the Medicines (General Sale List) Order 1980. Certain veterinary drugs were specified formerly by name and product licence number, under the new Order they are listed under ingredients.

Martindale goes Online July 5

Martindale Online, a databank of drug information based on the "Martindale Pharmacopoeia", will be publicly available through Data-Star from July 5.

This computerised store contains evaluated data on over 5,000 compounds, providing information on most medicines in clinical use as well as those undergoing clinical trials. Also covered are ancillary substances such as diagnostic agents, insecticides, colouring agents, preservatives and noxious substances. Sections of Martindale Online will be updated every six months.

Drug information is grouped into sections, corresponding to chapters in Martindale. For each drug or group of drugs, information is centred around these

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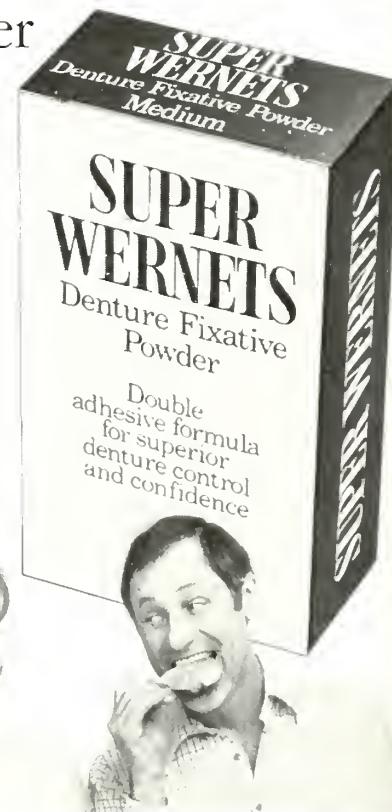
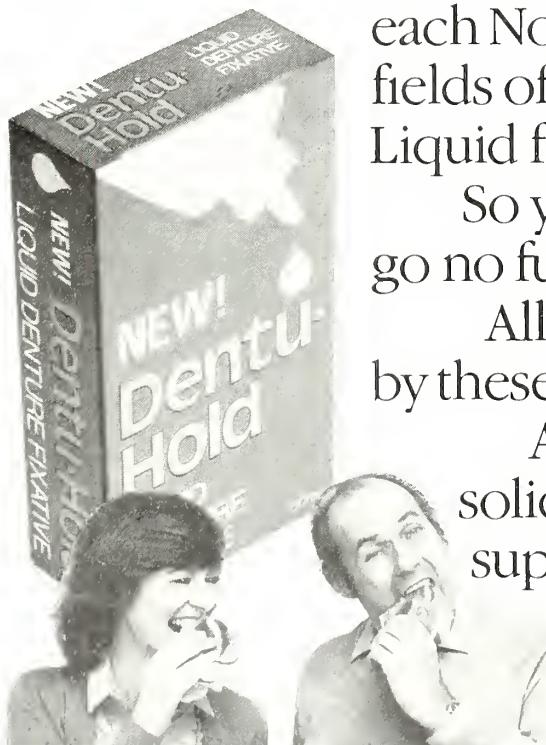
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By Xrayser

... CAP raps BDC

An Ever Ready complaint about a British Distributing Co sales leaflet featuring Vidor batteries with the slogan "Power to the people," has been upheld by the Code of Advertising Practice Committee.

Ever Ready said they had used the slogan for their Press and television campaign, and the advertisement therefore exploited their goodwill. BDC asserted that the slogan was in wide usage and had not been intended to take unfair advantage of the Ever Ready campaign.

CAP advised the advertiser that the use of the slogan for goods of a directly similar nature was unacceptable under the Code.

... and L'Oreal challenge VO5

Alberto-Culver should amend a VO5 styling mousse advertisement the CAP Committee has ruled. The advertisement appeared in a sales leaflet, which was referred to the Committee by L'Oreal.

L'Oreal challenged the accuracy of Alberto-Culver's claim that: "Virtually 50 per cent of all women are currently dissatisfied with present hold levels."

CAP found that they had based this claim on research into the kind of "hold" users would be most likely to want from a styling mousse. The Committee considered, however, that there was not necessarily a direct relationship between the nature of the research and the advertisement claim.

Two comparative claims by Alberto Culver saying, "61 per cent of women preferred the VO5 package and concept to L'Oreal Free Style" and "VO5 significantly outscored L'Oreal Free Style in purchase content," were substantiated.

Script statistics

Average cost of prescriptions dispensed in February by chemists and appliance suppliers in Scotland.

	Pence
Ingredient cost	355.179
On cost	46.879
Dispensing fee	33.357
Interim allowance	12.979
Container allowance	3.798
Other misc costs	1.337
Gross cost	453.529
Less charges	31.405
Net cost	422.124
Total number of prescriptions:	2,999,323

Dosage?

Today I tipped 10g of heroin into a 500ml measure of aq chlorof to fulfil a script, whose dose was indicated as 10 to 15 mls four hourly. There is an awful moment as I contemplate my task. I check it, and check it again as if in disbelief of the reality of what I am called to do, but it is correct, as are the directions for use.

Never have I dispensed such a dose for anyone before. But my old friend who takes it is free from pain, still gets up and walks around the flat, though occasionally come tricks of mind which lead him to believe the water buffalo are milling around in the paddies at the foot of the bed. Then he has to break into one of the native languages he learned out East, and shout, full voice, to drive them out. His wife still smiling, laughs ruefully as she tells me this, on the rare day when a nurse can relieve her, and she is able to come to the shops.

I have another on doses almost as high, an army batchelor perhaps a couple of years my senior who fights his days alone and welcomes me with a run of vigorous language as he wrestles with intractable pain and talks about what he has to do before he blows himself away. I find myself humbled at the gaiety of spirit which gives these men such stature as they consciously spit in the eye of old man death. The point being, they are still in charge.

In case you're wondering what brought this on, let me tell you. It was the report of a patient whose doctor prescribed 50mg pethidine in 1ml. Presumably with a five ml dose. Apparently dispensed as written, it was *not* what was intended, and the patient died. I had to ask myself if it could have happened to me. Honestly I don't know — we cannot see the whole story from the court report, but whatever the rights and wrongs, I give my sympathy to the poor bloke who dispensed it, because as a professional he has to pick up the tab, and live with it...

Transfer orders

I think the idea of sending reps out to drum up business for new or seasonal lines has always been sound. It introduces products to the retail buyer in a way the regular wholesaler cannot hope to do, yet when the orders are transferred to the wholesaler of your choice, we get the best of all worlds. Or should! The maker guarantees his sales, the wholesaler knows what to put into stock, and the retailer can order just as much as he wants. Bonuses are usually involved too, so happiness reigns supreme. Or should.

Lately something seems to have gone

wrong in this idyllic picture of commerce. Not long ago a rep was in, so I cautiously gave a small order, and awaited the range with interest. But lo, when the order arrived? Only one item out of six was delivered, with the rest marked "O/S" two weeks after the order was given.

It's by no means unknown for an order given at a trade show to surface in part, at anything up to six weeks after the event. Some wholesalers are worse than others, but what is going wrong? Surely when the rep gives the buyer the total of his sales efforts, all that has to be done is to confirm the manufacturer's order! If it wouldn't be such give-away I'd go ahead and name names, but don't let me hold you back.

Rational what?

Well, well, well, who would have thought the Rural Dispensing Committee would have taken up play in our fight to prevent leapfroggers. Yet here we have a most intriguing situation at Coggeshall where, in a village of some 3,000 people in a rural area (and therefore presumably governed by the one mile rule), a new pharmacy immediately opposite an established business has been denied a contract on the grounds that it would affect the viability of the original shop and might well be shaky itself.

If we assume the national figures for prescriptions apply and there is only a catchment of say 1,000 patients beyond the mile circle, say 4,000 in all, we should expect to see 24,000 scripts annually, ie 2,000 a month. On that basis, I would certainly think the RDC decision is right, although their given reason: "That if the NHS work were split between two businesses more attention would have to be paid to the shop trading activities, which might diminish the quality of the pharmaceutical service," sounds plain silly to me.

My experience in the same situation years ago was that both had to scratch like hell to make a living and tried never to miss a single sale or script. The service was good to the point of being ridiculous. But the cost was too great, with the men becoming small-minded. Ultimately both sold to the same buyer and sanity was restored.

If the one pharmacy in a village qualifies for an essential small pharmacy grant, that in itself should be sufficient reason for refusing a contract to another, never mind all this nonsense about freedom of choice, or arguments about the distractions from NHS work which *might* follow the need to concentrate on building OTC sales. What I cannot understand is why the dispensing subcommittee for Essex had no objections.

Brewing up a cocktail

1984, Edme believe, is the year of the cocktail. It is the year they are introducing home brew kits of cocktails and mixers. Bucks fizz and rum and cola are the first in a series with plans to launch pina colada and gatesby kits at a later date.

The two kits contain all the basic ingredients, with the exception of sugar. They are aimed at younger women, who according to Edme, have been neglected by homebrewing.

The bucks fizz cocktail (2 gals, £6.95) is

a two part kit containing a wine concentrate and orange juice powder. Ready to drink in four-five weeks the wine can be stored like any other home brew wine and the orange added as the cocktail is "fizzed" up in a Sparklets soda syphon (Edme are now sole UK distributors for Sparklets soda syphons). With a simple modification the syphon can produce a high level of carbonation, ideal for the cocktail and mixer kits say Edme. Rum and cola (1 gal £3.99) is made up in the same way. Advertising plans have not yet been finalised.

The homebrew market is worth £60m per annum — a figure that is expected to double by the end of the century. While homebrew beer is still less than two per cent of the total beer consumption, Edme believe the tendency to drink more at home will increase, especially among women. *Edme Ltd, Mistley, Manningtree, Essex CO11 1HG.*

Oscar loz spray

Oscar de la Renta eau de toilette is now available in a 1 oz spray.

Packaged in the standard white and grey carton, this limited edition (£11) also comes with a suede-like drawstring pouch. *Perfums Oscar de la Renta Ltd, St George Street, London W1.*



Unichem are adding sweeteners (500 pack, introductory price £0.41, rrp £0.54) to their own-brand product range.

In white and green, pocket-size tube dispensers with rotary tops, the sweeteners come blister packed in counter display units of 12 (£3.91 trade). *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Agfa holiday 'profi' packs

Agfa's photo division is introducing three new multi-film profi packs to retailers in a showcard-dispenser which, they say, could stimulate sales through the holiday season.

Three of Agfa's most popular new films are offered — the XR100 135-36 exp, the CT64 135-36 exp, and the XR200 135-36 exp. The showcard-dispenser contains four of each type of pack, a total of 60 films.

With each dispenser, Agfa provide 12 free film reminder discs which the retailer can supply at point-of-sale. This gift for the consumer is highlighted in the message on the showcard which says: "New milestones in film technology." The profi pack offer ends on July 6. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.*

Good trip book

"Have a Good Trip" is a 96-page pocket-size paperback (£1.50) giving information and advice to travellers on vaccinations, insurance, first-aid, sunburn, travellers diarrhoea and other health related topics.

There are notes on fitness and diet, a section on dialling codes for "phoning home," and a short dictionary of foreign medical terms.

The book is endorsed by the Health Education Council.

A 15-copy plastic counter display pack costs the retailer £14.85 (34 per cent discount) post free. *Micropharm Ltd, 61 Morshead Road, London.*

Cox OTC goes for the family

Cox Pharmaceuticals are relaunching their OTC range under the Cox Family Medicine banner. Two new products have been added to the range turning it into a range of remedies for minor ailments.

A new logo and the introduction of Relcofen, a Pharmacy only presentation of ibuprofen herald the relaunch. Available in strengths of 200mg (20, £0.90) and 400mg (20, £1.45), Relcofen comes in Securisafe containers. Tops can be prised off with a coin once arrows on the lid and container are lined up.

There is to be an introductory offer of two dozen invoiced as 16.

A range of vitamins has also been added including junior multivitamins, vitamin B compound, multivitamins, with iron. Securitainers of 60 are to retail at £0.95.

At present only Relcofen, the vitamins and Cox's other analgesics have been repackaged — other lines will follow. The company says it has designed the packs to present two images: they are ethical to a degree while carrying a visual aid to guide consumers on indications. More new products are planned, say Cox.

The range is to be supported with POS material including counter display stands, shelf liners and window stickers.

Two counter displays units are available from company representatives. Each holds six trays for products and one of three back cards. The larger unit is intended for GSL medicines. A smaller counter unit can be used for GSL products or adapted, using a lid, for Pharmacy only lines. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, North Devon EX32 8NG.*

Jojoba duo

In time for Summer holidays are Henera's two new products, — Jojoba sun and sea and finishing rinse.

Jojoba sun and sea (250ml, £1.85), for use on dry or wet hair either before or after swimming, will protect hair from the drying effect of sun, wind and sea. Ingredients include the latest natural ingredient aloe vera. (Trade price £12.84 per dozen.)

Jojoba finishing rinse (250ml, £1.60), for use after shampooing and conditioning and prior to styling, will improve the manageability of the hair, say Henera. (Trade, £11.16 per dozen.)

Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1.

Chemist & Druggist 30 June 1984



Which three products are cleaning up on mouth treatment?



Listerine, Listermint and Oraldene

With an overwhelming 66% brand share, the 'Big Three' virtually are the mouthwash market. At Warner-Lambert Health Care, we have many other successes for you. The established loyalty that Benylin, Anusol and Veganin enjoy in the pharmacy. Fast-moving new products like Sinutab, Poly Hi-Lights and Lifestyles. And the consistent growth of the Poly Hair care range which has brought so much business to the pharmacy.

Our expanded Sales Force is always ready to help and advise you on our products. Or, if you wish, contact our Sales Services Department at any time on Eastleigh (0703) 619791.

We'll be pleased to hear from you.

R84025

**WARNER
LAMBERT
HEALTH CARES**
the name people feel better with

Mitchell House, Southampton SO14 7JL, England

All brand names are trade marks



Bathtime Desserts

A bath collection of almost edible products — that is how Beauty Basics describe the Just Desserts range. Comprising bathing foam (370ml, £4.25), talc (100g, £2.45) and soap (single 100g bar, £1.25; triple pack, £3.45) in three colour combinations — cream with pink for vanilla fragrance, peach with cream for the peach fragrance and turquoise with lilac for the lime fragrance — the range comes in pastel packs with watercolour graphics. Bottles are designed to either stand upright or tilt to the right or left and when empty can be used as storage jars. The bathing foam also comes in miniature glass jars (30ml, £0.75) holding enough for four baths while the soap is pleat wrapped in single or triple boxes.

Gift packs, which come in pastel coloured baskets complete the range. The small gift set (£4.25) contains three miniature bath foams, the medium set (£6.50) contains two miniature bathing foams, a soap and a talc and in the large set (£9.95) there is a large bathing foam, two soaps and a talcum powder. *Beauty Basics Ltd, Unit D, 51 Calthorpe Street, London WC1X OHH.*

Have fun with a Halina

Halina are advertising their range of disc, 110 and 35mm cameras in two 60-second radio commercials on Radio Luxemburg and independent UK local radio.

The advertisements emphasise the fun of taking pictures without fuss, and at a reasonable cost using Halina cameras. The Radio Luxemburg commercials will be played four times a night for a month finishing on July 14. There is also a 'Where

in the world' phone-in competition featuring holiday or camera prizes.

The same advertisements will feature simultaneously on UK independent radio stations including Capital. Other advertising includes a three-month poster campaign on over 200 Adshels nationwide.

Back-up material includes window stickers, counter cards, mobiles, car stickers and badges. A window display competition for dealers features prizes totalling £600 of Global Holidays' vouchers. A mystery shopper will visit dealers — also a photograph of the display should be sent to *JJ Silber, Engineers Way, Wembley, Middlesex HA9 0EB.*

French diet?

A health food supplement from France is now available through Dietary Specialties. Stabilium is said to help balance the metabolism of people under stress. It is a natural fish oil with vitamins A and E added. Recommended dose is one or two capsules every other day. Pack sizes are 30 capsules (£8.95; trade £15.54 for an outer of three packs). *Dietary Specialties Ltd, 159 Mortlake Road, Kew, Surrey TW9 4AW.*

Itona discount

A 10 per cent discount is currently available on 12 cases of Granny Ann high fibre biscuits, when they are part of a carriage-paid order. *Itona Products Ltd, Leyland Mill Land, Wigan, Lancs.*

Three colour bubbles

A 500ml economy pack of bubble bath (£0.49) filled with gold, green and blue coloured foams is available in outers of one dozen (trade, £3.44 plus VAT). *Andre Philippe Ltd, 71 Gowan Ave, Fulham, London SW6 6RJ.*

Have toothbrush will travel

A travel toothbrush is now available from Tailpieces.

Each Denty-box (£2.20) holds a toothbrush, 5ml tube of toothpaste, and a toothpick. The plastic box doubles as a handle for the brush. Replacement tubes of toothpaste are available in boxes of six (£1 trade) and a display unit holds 54 Denty-boxes (£54 trade).

The unit is manufactured in West Germany and is to be shown at the Autumn Gifts Fair at Olympia in September, say *Tailpieces Ltd, 73 George Street, London.*

K-C push Fems

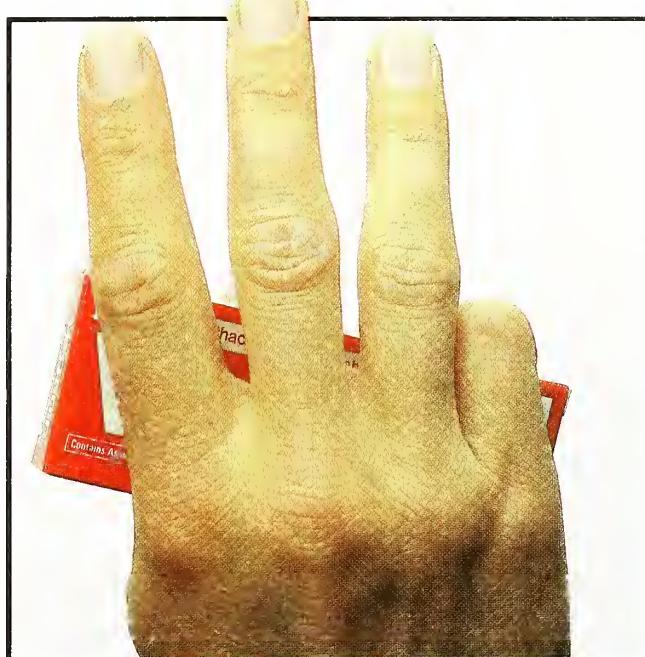
Kimberly-Clark are launching a £200,000 women's Press advertising campaign for Kotex Fems. New double page colour advertisements will appear in *Woman's Own, Miss London, True Story, True Romance, Woman's Story, She, Living, Cosmopolitan, Company, Slimming and Options* with the copyline "Fems, doing things your way". *Kimberly-Clark, Larkfield, nr Maidstone, Kent.*

Jacket: The price of their Mandelle floral covered bottle in washable cotton is £3.99 and not as shown in *C&D*, June 16, p 1174)

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North east	G Grampain
YY Yorkshire	A Anglo	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television	C4 Channel 4	

Arrid Extra Dry:	Ln, C4 (Lc)
Cidal soap:	Bt, C4
Colgate pump dispenser:	All areas
Cream Silk:	All areas
Cussons Pearl:	All areas
Elastoplast:	All areas
Harmony:	All areas
Immac hair remover:	Ln, M, Lc, Y, NE
Kleenex Velvet	Lc, Y, NE
Lady Grecian:	Ln, Sc, U, We, E, C4
(Ln, Sc, U, We, E)	
Limara:	All areas
Linco Beer shampoo:	Ln, C4 (Lc)
Mycil:	Ln, Lc, Sc, WW, We, B, G
Nivea lotion:	All areas
Optrex:	All areas
Pond's creams:	Bt
Pond's Cocoa Butter:	Sc, So, A, B, G, Bt
Speedstick:	All areas
TCP cream & liquid:	All areas
Temana Colourfresh:	C4



Which pharmacy-only analgesic has three reasons for selling well?



Veganin

Veganin's balanced formula of aspirin, paracetamol and codeine provides powerful treatment for pain, and over the years has proved a highly reliable pharmacy-only analgesic. At Warner Lambert Health Care we have many other successes for you. A big range of other established pharmacy products, like Benylin and Anusol. Aggressive newcomers like Sinutab, Lifestyles and Poly Hi-Lights. The continuing rapid growth of the whole Poly hair care range. And our mastery of the mouthwash market through Listerine, Listerimint and Oraldene. Just a few instances. Our expanded Sales Force is always ready to help and advise you on our products. Or, if you wish, contact our Sales Services Department at any time on Eastleigh (0703) 619791. We'll be pleased to hear from you.

R84026

**WARNER
LAMBERT**

HEALTH CARE

the name people feel better with

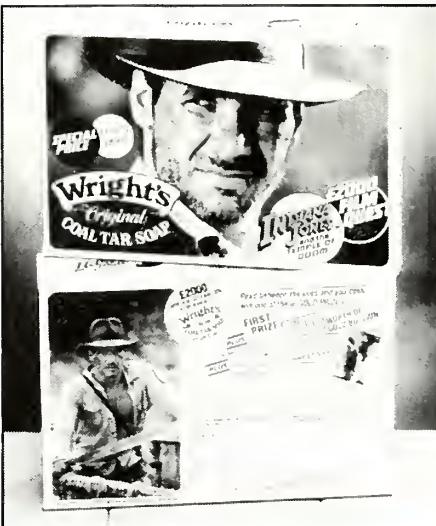
Mitchell House, London NW1 4JG. Tel: 01 580 2588

All brand names are trademarks

Tar ever so!

Gold worth £2,000 is the treasure to be won in an on-pack competition for Wright's coal tar soap. The promotion, linked to the new Stephen Spielberg/George Lucas film "Indiana Jones and the Temple of Doom" is now starting as the film goes on general release.

Competition details and an entry form will be featured on promotional packs



DERMIDEX
YOU CANNOT
RECOMMEND
A MORE
EFFECTIVE
DERMATOLOGICAL
CREAM

In three short years, Dermidex has established itself as a firm favourite for pharmacy recommendation. Its broad spectrum application against a wide variety of skin indications will be featured in the heavyweight Dermidex Advertising Campaign being run across the summer - the peak months for many skin problems.

Make sure you have enough Dermidex to meet the demand.



**Another Guaranteed Product
from International Laboratories**

International Laboratories Ltd., Charwell House, Wilson Road, Alton, Hampshire GU34 2TJ.

containing 4 x 150g bath size bars (£0.99). Entrants have to write an appropriate caption to a scene from the film. First prize is £1,000 worth of gold bullion, with four runners-up each winning £250 worth of gold. The first 2000 entrants will receive a free poster of a scene from the film.

LRC plan to back the promotion with a £200,000 advertising campaign through July and August. They claim sales of Wright's coal tar soap have risen by more than 40 per cent since relaunch last August. *LRC Products Ltd, Chingford, Essex.*

From the Dead Sea

Dead Sea bath salts (1.5kg £2.75) and mud (450g, £3.70) are now available from the Jericho Dead Sea Salt Co. They claim the two products help skin problems, aching joints and general tension. The mud is recommended as either an all-over body treatment or a local poultice. *Jericho Dead Sea Salts, 49 Vincent Court, Bell Lane, London NW4.*

US launches for UK market

Stresscard, Tan Talc and Easy Shave are three products now available through Interx Product Development.

Working on the principles of bio feedback, Stresscard (£5.50), the size of a credit card, registers tension. By undertaking the exercises depicted in the accompanying booklet, the user should be able to reduce the stress level.

Tan Talc, (£4.95) a tinted mens' aftershave in talc form, is designed for the man who has a pale, blemished or ruddy complexion while cuts and nicks associated with wet shaving are virtually eliminated with Easy Shave, (£2.49). Two drops of the liquid on a razor blade cuts shaving time in half, says Interx, and makes it a safer process. All three lines come in outers of one dozen. *Interx Product Development, 80 Tennyson Road, London W7 1LN.*

On the move

Perfumery Marketing Associates have moved to College House, Wrights Lane, Kensington, London W8.

Distribution of Vitalia products to the pharmaceutical trade is now the responsibility of Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.

Watching the Women's press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines have been divided into three categories — weeklies (W), monthlies (M) and magazines due to appear at the younger end of the market (Y). The monthly magazines covered are the August editions due to appear mid-July.

Albion Simple range:

M
M,Y

Ashe Double Amplex:

M

Maws baby products:

M

Sherleys:

W,M

Vitapointe:

W,M,Y

Babyliss:

Y

Beauty Basics Daen:

Y

Beechams Germoloids:

W,M

Beechams Quickies:

W,M,Y

Shaders & Toners:

Y

Vykmin:

M

Yeastvite:

M

Bowater Scott Bodyform:

Y

Libra:

Y

British Chemotheutic Nylax:

W

Brodie & Stone Jolen:

Y

Carter Wallace Discover 2:

Y

Nair:

Y

Pearl Drops:

Y

Chanel:

Y

Chattem Mudd:

W,Y

Sun-In:

Y

Chefar Bergasol:

M,Y

Chesebrough-Ponds Cutex:

W,M

cocoa butter:

W

Hawaiian Tropic:

W,M,Y

Clarins:

M

Clinique:

M

Combe Lanacane:

W,M

Cooper Health Oral B:

Y

Crookes Hermasetas:

M

Cuxson Gerrard Carnation corn caps:

W

DDD Blisteze:

W

Medijel:

Y

Elida Impulse:

W,M,Y

Signal:

M,Y

Sure:

W,M,Y

Timotei:

Y

Eylure:

M,Y

Rene Guinot:

M

H.J. Heinz babyfood:

W,M

ICC Anadin:

W,M

Anbesol:

M

Anne French:

Y

Immac:

Y

Preparation H:

M

Innoxa:

W

Johnson & Johnson Vespré:

M,Y

Jordan:

M

Kimberly Clark Boutique:

Y

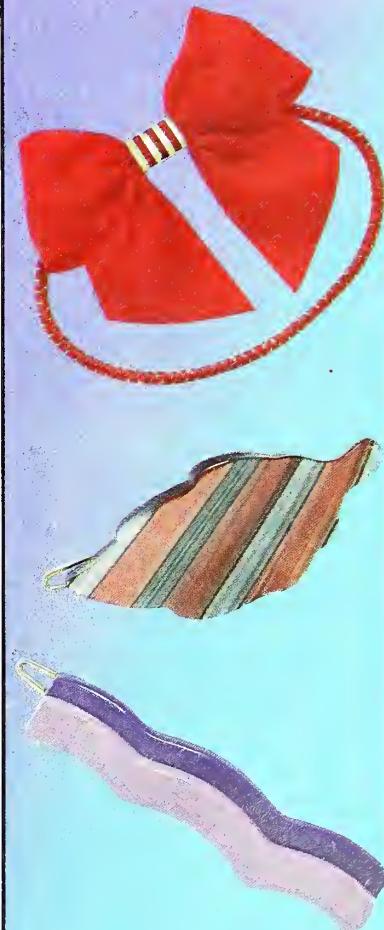
Fems:

W,M

Freedom:	Y
Maxi-Dry:	W,M
LEC Insette:	Y
Lancôme:	M
G.R. Lane Quiet Life:	W
Lilia White Contour:	W,M
Lil-lets:	M,Y
Louis Marcel eyelash dye:	M
strip wax:	M,Y
Max Factor Jhirmack:	M,Y
Mentholatum Stop 'n Grow:	Y
Milupa:	M
Miners:	Y
National Pharmaceutical Assoc:	W,M
Neutrogena:	M
Newton Labs Bikini Bare:	Y
Nicholas Labs Almay:	W
Feminax:	Y
Kwells:	W
Optrex Eye Dew:	Y
L'Oréal Ambre Solaire:	M,Y
Belle Color:	W
Elseve:	M,Y
Free Style:	M,Y
Pedigree petfoods:	W,M
Pickles Snufflebabe:	M
Proctor & Gamble Pampers:	M
Rapidol Inecto:	W
Reckitt & Coleman Bonjela:	W
Revlon:	Y
Rigease Coty:	M
Robins Robitussen:	M
Sebamed:	M
Robinsons drinks:	W,M
Helena Rubinstein:	M
Vidal Sassoon:	M,Y
Seven Seas Healthcare:	M
Smith & Nephew Nivea:	M,Y
Sterling Health Delrosa:	M
Baby Wet Ones:	M
Strenol EP tablets:	Y
Tampax:	W,Y
Thompson Aquaban:	W,M,Y
Bran Slim:	W
Slimline:	M,Y
Uniclife TCP:	M
Warner Lambert Dentyne:	Y
Wella:	W

Looking Great.

Britain's No. 1 Lady in Haircare . . . Lady Jayne. New colourful high impact packaging. Unique fashion accessories. Ponytailers, hairslides, bobbles, regularly introduced to the range. Keep ahead of fashion trends. Stock the brand leader Lady Jayne.



The Lady Jayne range of Hair Fashion Accessories includes the very latest decorations, styles and colours, and some new and exciting developments too!

Lady Jayne

Laughton and Sons Limited, Warstock Road, Birmingham 021-474 5201

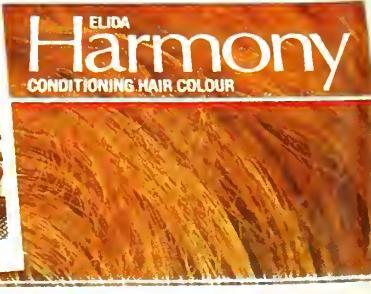
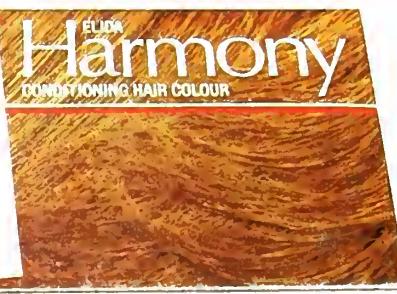
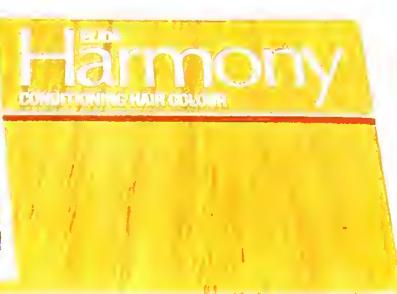
Snap happy with Alpine

Alpine Laboratories are offering a 50p discount on any 8x11 3/4in enlargement from full frame 35mm negatives, and 25p off all 7x5in enlargements.

Support for the offer includes point of sale material, and leaflets distributed with all colour orders leaving the lab. Alpine Laboratories, Upperthorpe, Sheffield S6.

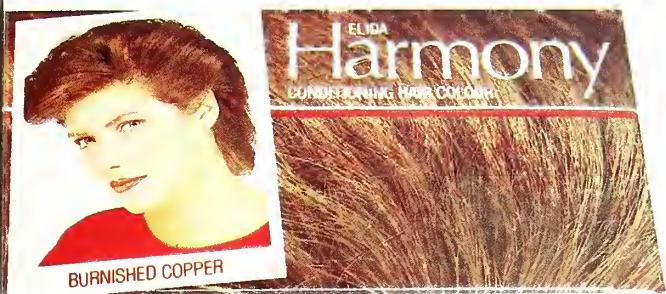
■ The telephone number for suppliers of Kitty Dentaflit, Bridge House Laboratories, is 0385 43983 and not as stated last week.

Harmony



BIGGEST BRANDS ✓ BIGGEST SALES ✓ BIGGEST PROFITS ✓

cks them in.



Our bright, new Harmony girls pack them in better than the Nolan Sisters do.

The No.1 semi-permanent hair colourant now comes in modern, eye-catching packs.

Our 15 sisters are really in perfect Harmony - including our new 'Burgundy' girl. Backing them will be our biggest ever TV and press campaign to the tune of £1.5 million.

Make sure you pack them in. Stock all 15 Harmony girls and get some 'ooos' and 'ahhhs' into your profits.



'BURGUNDY' THE NEW FASHION COLOUR.
SHE'LL BE A RESOUNDING SUCCESS!

FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS



Kimberly-Clark have introduced product and packaging improvements for their Kotex Sylphs. Primarily designed as a starter towel for younger users, Kotex Sylphs have been given a new "look." Product performance has been improved by the addition of a softer, stay-dry cover say the company. "Kotex Sylphs are targeted directly at younger girls and the new pack design has been created specifically to appeal to this market" says major accounts manager Stan Newman. "We are confident it will help extend consumer awareness and off-take." *Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.*

Unichem Golden Dozen offers

The seventh Golden Dozen promotion from Unichem will run throughout July. Products included are: Band-Aid clear, Body Mist aerosol, Brut 33 cream shave, hair control and talc, Durex, Hedex, Hedex soluble and Hedex plus, Limara, Mum roll-on and refill, Optrex, Osterfeed and Ostermilk, Panty Pads, Recital and Recital super blonde.

Members offers running at the same time feature Andrex 2 roll, Aspro Clear, Baby Wet Ones, Duracell batteries, Elastoplast, Elastoplast stretch fabric and Washproof dressing strips, Fairy toilet soap, Feminax, Handy Andies, Harmony colours, Henara mousse shampoo, conditioner and styling set, Imperial Leather antiperspirant, Imperial Leather Dry roll-on, Jojoba shampoo and

conditioner, Kleenex for men, Insette mousse, Libresse Pennywise, Matey & Miss Matey, Medijel gel and pastilles, Mentadent P toothpaste, Nice 'n Easy, Pearl Drops tooth polish, Pharmaton capsules, Phenac, Ponds cream and cocoa-butter, Preparation H ointment and Suppositories, Quickies face cleansing pads, eye make-up remover pads, face cleansing jar and nail varnish remover pads, Rennies peppermint, Scholl felt corn pads and Zinc corn pads, Setlers, Smith Kendon tins of sweets, Sudocrem, Super Wernets, Wernets, Trugel, Velvet perms, VO5 styling mousse, Wella Stylite mousse, balm shampoo and conditioner, Wilkinson Sword Retractor, disposable razors, Wrights Coal Tar soap and Zest soap.

Sundries on offer are Unichem sponges, Feverscan, Lewis Woolf Griptight, Cannon Babysafe, Thermos Roughnecks childrens lunch and kit, Prima Flask, Newtons chiropody sponge, Croydex shampoo sprays and bath mats, Denman brushes and Salter scales.
Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.

HOW THE NATIONAL LAUNCH OF HEDEX PLUS WILL BE RECEIVED.



PRESCRIPTION SPECIALITIES

Tagamet dose and indications

The indications for Tagamet have been broadened to include persistent dyspeptic symptoms, and a single daily dose is being suggested as an alternative to twice daily dosage.

A revised date sheet extends conditions where reduction of gastric acid by Tagamet has been shown to be beneficial to include "persistent dyspeptic symptoms with or without ulceration, particularly meal-related upper abdominal pain." A single dose of 800mg at bedtime for healing duodenal ulcer is given as an alternative to the existing 400mg twice daily. *Smith, Kline and French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

Timoped

Timoped (30g tube, £3.10 basic NHS) for athlete's foot and other minor fungal

infections of the skin is to be available from Reckitt & Colman from July 2.

The General Sale List cream is seen as a line extension of Timodine and will be promoted to GPs initially, for prescription use.

It is a white cream containing tolnaftate 1 per cent and triclosan 0.25 per cent. The cream should be massaged in to affected areas and allowed to dry to a white powder. Two applications a day are recommended.

*Reckitt & Colman Products Ltd,
Pharmaceutical division, Dansom Lane,
Hull HU8 7DS.*

Dithocream 1pc

Dermal Laboratories have introduced a 1 per cent strength of Dithrocream. Dithrocream HP (50g, £4.25 basic NHS) contains 1 per cent w/w dithranol.

The Pharmacy only pale yellow aqueous cream is intended for treatment of sub-acute and chronic psoriasis where the cream is used for short contact therapy (30

minutes to one hour contact) and for patients who have failed to respond to the 0.5 per cent strength. *Dermal Laboratories Ltd, Tatmore Place, Gosmore, Hitchin, Herts SG4 7QR.*

Optimine syrup reformulated

Optimine syrup has been reformulated without a colouring agent in line with the trend to remove potential allergens from anti-allergy products. The colourless blackcurrant flavoured syrup will be available towards the end of next month, say *Kirby-Warwick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX.*

Ancapol 5 discontinued: Anapolon 5 tablets have been discontinued because of lack of demand. No returns will be accepted, say *Syntex Pharmaceuticals Ltd, Syntex House, St Ives Road, Maidenhead, Berks SL6 1RD.*



To announce the launch of new Hedex Plus we're spending £600,000 on a national television campaign.

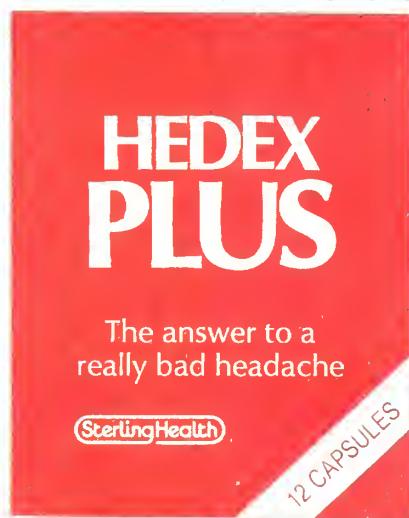
It is, after all, the first advertised analgesic specially for really bad headaches. A fact that should come as something of a relief to those people who suffer from them. Because research has shown that as many as 90% of severe headache sufferers would welcome a more effective analgesic.

New Hedex Plus, the first major advertised analgesic to bring the effective combination of paracetamol and codeine OTC to the severe headache sufferer, will be sold only through you, the pharmacist.

So make sure you stock up. Because with 34 million severe headaches a year asking for the kind of relief offered by Hedex Plus, it's no wonder that we're shouting it from the rooftops.

Sterling Health

Hedex is a registered trademark.



Stealing drugs leads to striking off

A Tavistock pharmacist convicted of stealing drugs from a pharmacy at Cheddar was ordered to have her name removed from the Register of the Pharmaceutical Society last week.

Mrs Joy Leach of Haye Down, claimed at the Society's Statutory Committee that she was blackmailed into supplying Dexedrine tablets to a stranger who threatened to reveal her renewed association with a former lover. She said she supplied nearly 400 tablets to a Mr John Stevens after he telephoned her at the pharmacy on three occasions and threatened to inform her husband.

The Committee was told that Mrs Leach was convicted at Burnham-on-Sea Magistrates Court in March last year of stealing the tablets, belonging to R. Gordon Drummond Ltd, falsifying a Controlled Drugs register, and being in unlawful possession of Controlled Drugs. She was sentenced to six months imprisonment, suspended for two years and ordered to pay £200 costs.

Mr Josselyn Hill, solicitor for the Committee, said that after deficiencies were found in the Controlled Drugs register at the pharmacy, Drugs Squad officers went to a caravan at Taunton occupied by Mrs Leach. She admitted the offences, but told police that she had been blackmailed to supply the drugs. No evidence could be found for her story.

Detective Constable Robert Chapman, a chemist inspection officer stationed at Taunton, said Mrs Leach admitted taking 400 tablets. He added: "In my conversations with her, I noticed that her speech was slurred and she had a dishevelled appearance. She gave me the impression that she was under the influence of drink or drugs."

Mrs Leach told the Committee that she was first prescribed Dexedrine in 1962 while she was expecting her second child to combat a weight problem. Later, when her marriage ran into difficulties, she suffered from depression and resorted again to Dexedrine. About this time she formed an association with the husband of a close friend. Their relationship continued until her divorce in 1971, but ended when she met her present husband.

She admitted that she was convicted of drug offences in 1973 and placed on probation. She was also married that year for the second time and moved to Taunton in 1975. She suffered a nervous breakdown

and gave up pharmacy. She did a country bread round for three years until she successfully applied to be restored to the Register in 1981. She then did locum work for a chemist at Taunton before joining Drummonds in 1982.

She said her second husband was made redundant, and she accepted the post of manageress at the Cheddar pharmacy. Meanwhile they had had to sell their home and were living in a caravan. She added that she renewed her acquaintance with her friend's husband while attending a course

at Gloucester.

In September that year, she received a telephone call from a man calling himself John Stevens who said he was aware of her association and would tell her husband if she did not supply him with "a few drugs."

She said: "I decided to take the easy way out, knowing that I was doing wrong. He told me to meet him at a lay-by on my way home. I did not recognise the man, and I was only able to give a vague description to the police." She said the man asked for Dexedrine tablets on three

This new air... is really going to

Unlike the general public, the manufacturers of air-fresheners are going to hate Neutradol. Because until now, most air-deodorisers have neutralized unwanted odours by simply masking or covering them. New Neutradol however, does much more than this, because it works in a different way. Neutradol is a formulation of over 50 different chemicals, each one targeted to destroy a specific odour molecule, completely. Without the need to leave a lingering smell. No roses, no pine, no sandalwood, no fruits, no herbs, nothing. Just clear, pure air. We're going to change the way people smell. Now just imagine the profound effect that Neutradol is going to have on your customers. Customers who always thought that an air-deodoriser was only working effectively, when they could smell its odour. However overpowering it needed to be. At last they can have a completely different answer to the problems of unwanted odours. Nothing. How we will lead them by the nose. Obviously, we don't intend to keep this amazing new

occasions, but did not specify the amount.

She was at present working for E.W. Lake and Son at Plymouth.

The chairman, Sir Carl Aarvold, said the story about the blackmailer was far from convincing. But, accepting for a moment that it was true, her reaction reflected very accurately on her whole character and suitability to be a pharmacist in charge of a pharmacy.

"Here is a lady who in 1973 had been convicted of stealing drugs and falsifying a Controlled Drugs register," he said. "She

was restored on her own application to the Register in 1981, and shortly after was being frightened by demands from an unknown man to produce Controlled Drugs and was prepared to steal from her employer. "While that is her account of what happened, this Committee, looking at the whole picture, can only say that such behaviour, such conduct, is of a kind that makes it quite impossible for us to do anything other than to strike her name off the Register."

Mrs Leach has three months to appeal.

Reprimand for illegal P sales

A Wakefield chemist has been reprimanded for selling Pharmacy medicines from unregistered premises.

The Statutory Committee of the Pharmaceutical Society was told that Mr Keith Lambert of Westgate, was convicted in July last year of illegal sales of Pickles ointment and paracetamol tablets at Cosmetique Discount Store, Midland Street, Barnsley. The magistrates fined him a total of £100 and ordered him to pay £40 costs.

Mr Lambert did not attend the hearing.

Mr Peter Greenwood, a Society inspector, said he visited the store on November 11, 1982, and bought two large tins of Pickles ointment (which consisted of 50 per cent salicylic acid) one bottle of 100 paracetamol tablets and two packets of Beechams powders and tablets.

The manager admitted that the shop was not a registered pharmacy and that there was no pharmacist present. He told Mr Greenwood that the business was owned by Mr Lambert and directed him to another shop at Westgate, Wakefield. Mr Greenwood said he called the following day at the Wakefield premises, which were also unregistered, and noticed that similar Pharmacy medicines were being displayed

He added that he always had difficulty in approaching Mr Lambert and gained the impression that he was more interested in merchandising and selling high class perfumes and cosmetics than drugs. "I think these medicines were sold accidentally and that Mr Lambert was not aware they were Pharmacy only goods", said the inspector.

The chairman, Sir Carl Aarvold, said the Committee was satisfied that the allegation of misconduct by Mr Lambert had been proved. "It seems quite clear that he had no consideration for the profession and was only interested in the easiest way of gaining profit from the two shops he was operating. But we do not think that they are offences which force us to direct that his name be removed from the Register."

He noted that Mr Lambert had been admonished by the Committee in 1972 for previous offences and said he should be warned that any repetition of that behaviour would almost certainly lead to him being struck off.

■ Correspondence previously addressed to the **Food & Drink Industries Council** should now go to the **Food & Drink Federation** at 6 Catherine Street, London WC1 5JJ (tel 01-836 2460).

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Unit sales move up as stocks go down

Unit sales of items sold in the year to April 1984 through pharmacies and drug stores monitored by Nielsen in their drug index have increased, on average, by more than 3 per cent compared with a year earlier.

Nielsen compare sales and stocks for a two-month period in test stores with those in the same two-months the previous year (on the charts "MA" is March/April for example).

The drug index has shown a consistent 4 per cent rise in sales volume for the four two-month periods up to and including March/April 1984. Unit sales for May/June and July/August 1983 were still up on 1982 figures (by 2 and 1 per cent respectively) and this marked the beginning of an upward sales trend after a downward trend going back to mid-1980 at least.

Sterling sales for the half-year to April 1984 were a consistent 9 per cent up on the previous year. The recent sales volume increase has been achieved despite the success of pharmacies and drug stores of operating on lower stock levels. Stock decreases have ranged from nil to 6 per cent since the start of 1983 and suggests

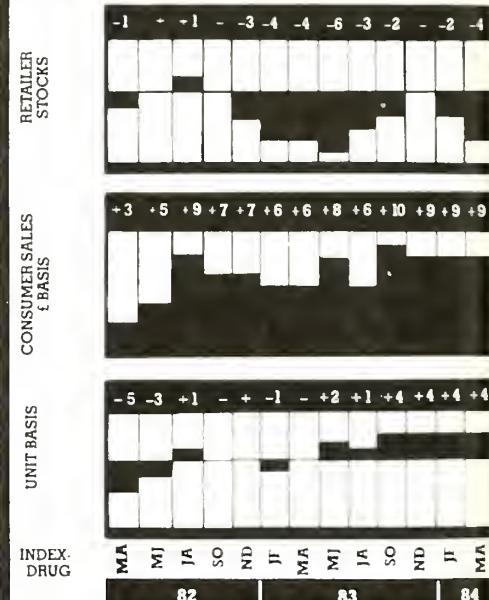
better business management by retailers in response to the difficult economic climate.

Turnover in pharmacies (excluding Boots) was up 9 per cent for each of the three periods up to January/February 1984 compared with 12 months earlier. In January/February pharmacy sales stood at £368.8m split 66:34 between NHS and OTC.

□ The basis of the Nielsen "drug" index (39 product classes) for pharmacies and drug stores are: acne and aftershave preparations, artificial sweetening agents, baby rusks, cough/cold and influenza remedies, cough/cold pastilles and lozenges, denture cleaners, fixatives, eye preparations, hair colourants, colour restoratives and conditioners, liquid antiseptics, mouth fresheners, multivitamins, nasal sprays and drops, nerve tonics, oral lesion preparations, powdered baby milks, slimming aids, strained, junior and instant baby foods, vapour rubs, air fresheners, baby napkins and syrups, bath preparations, blackcurrant health drinks, cotton swabs, external deodorants, first aid dressings,

hair setting agents, hand preparations, indigestion remedies, oral analgesics, razor blades, sanitary towels and tampons, shampoos, toothbrushes and toothpastes.

NIELSEN DRUG INDEX MARKET TRENDS - 39 PRODUCT CLASSES

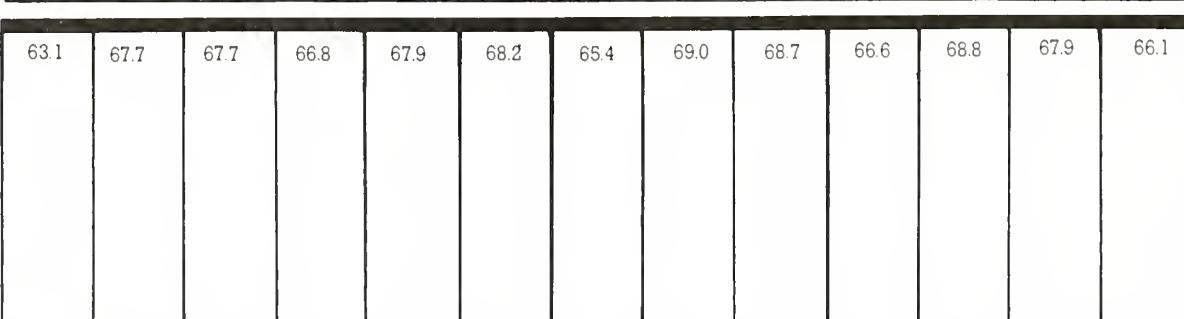


N.H.S. % OF COMMODITY VOLUME-PHARMACIES

**Y % CH
TOTAL**

	+ 8	+ 10	+ 12	+ 7	+ 12	+ 18	+ 14	+ 11	- 10	+ 14	- 9	- 9	- 9
	295.9	282.0	295.7	305.3	304.1	306.3	338.3	312.5	326.4	347.5	331.0	332.5	368.8

NHS



OTC



**NHS
OTC
INDEX:
DRUG**

186.6	190.9	200.1	203.8	206.6	209.0	221.3	215.5	224.1	231.4	227.7	225.7	243.8
109.3	91.1	95.6	101.5	97.5	97.3	117.0	97.0	102.3	116.1	103.3	106.8	125.0
JF	MA	MJ	JA	SO	ND	JF	MA	MJ	JA	SO	ND	JF

Limited liability and limited risk

Many of those running their businesses as sole traders or part of a partnership must at one time have considered making the move towards becoming a limited company. But this may not on balance be advantageous

In theory this might seem an attractive proposition, since it would mean that if the business got into financial difficulty only the assets of the business itself could be claimed by creditors.

However, in many limited companies, the directors have been obliged to give personal guarantees for money borrowed, so that in

Pensions for the self-employed

Many self-employed business owners or employees may consider making pension provisions for themselves.

In such circumstances, thoughts may turn towards straightforward with-profits endowment assurance. This, however, has never been the most efficient way of providing for a pension when tax is considered. Now, when 15 per cent tax relief on the premiums has been removed it is even less tax efficient.

The reason for this is, although tax relief on such insurance has been removed, the Chancellor of the Exchequer has not touched tax relief on self-employed pension schemes (which also apply to employees and directors where there is no company scheme.)

Insurance companies offering such schemes need approval from the Inland Revenue. You can choose your retirement age to receive the benefits at age 60 onwards. The benefits are usually in the form of an annuity, but a portion can be taken as a lump sum.

Because the scheme has Inland Revenue approval, you receive relief on the premiums at the full rate of tax you are paying.

If you are on 50 per cent tax, the amount you pay will be half the normal premiums — which is a tremendous saving. The only limitation is that premiums must not exceed 17½ per cent of net earnings (although a higher percentage is allowed for older persons).

If you are in your fifties and consider that

the event of the company's assets not being enough to satisfy a creditor, the director's personal property becomes at risk.

Depending on the financial position of the business, there could also be considerable tax disadvantages in converting to a limited company — especially if it was family controlled.

However, in the light of recent tax legislation, including reduction of corporation tax and various schemes for business assistance, it might be worthwhile considering the matter afresh.

Much will depend on the nature of your business, your family circumstances and your own finances. This is why it would be useful to consult your accountant to see if what might not have been desirable a couple of years ago, may now be a paying proposition.

you will not be able to pay sufficient premiums to make the arrangement worthwhile, remember that you can go back for up to six years and pay premiums for that period, receiving the tax allowances due.

Most major companies offer these schemes and it is worthwhile obtaining some quotes. It is possible also to make arrangements for cover for dependents in the event of your death after retirement.

Married women and sick pay

Many employers have queried the position of married women regarding statutory sick pay. In particular, there is some confusion about women who still pay the special lower rate national insurance contribution.

It will be recalled that all women who married after April 1977 have to pay the full rate contribution which entitles them to all national insurance benefits — retirement pension, unemployment pay, sickness benefit — and so on.

Women who were married before that date were given the option of paying a lower rate contribution, and when the change came into force, were allowed to continue paying at the lower rate. This meant, however, they were not entitled to the main national insurance benefits and in particular could not draw sickness or invalidity benefit.

However, with the beginning of statutory sick pay, all married women are treated the same. This means that a married woman still paying the lower rate insurance contribution

will nevertheless be entitled to statutory sick pay. This is, of course, if all the other conditions are fulfilled.

The one difference is that once statutory sick pay from the employer is exhausted, the woman paying the normal contribution will, if still sick, be eligible for sickness benefit from social security, whereas the woman paying the lower rate contribution, will not and her sick pay comes to an end.

Long service presentations

Many businesses make gifts or awards to employees in recognition of their length of service to the firm or company concerned. Normally the value of these gifts would be subject to income tax since they arise out of a person's employment.

However, as a concession, tax is not charged by Inland Revenue on such gifts provided that they do not exceed a certain sum. In the current year the amount applying is £20 for each year of service.

Additionally, the relevant period of service for which the gift or award is made must not be less than 20 years. Further, no similar award can have been made to the individual employee or director within the previous ten years. The award should be in the form of an article; it can even be shares in the employing company or another company in the same group.

No. of days treatment by N.B. Ensure dose is stated	NP	P.O. u
1200	Camborne	Over 300
1000	Senus Ltd	140
1000	Tiverton	100
1000	Stimulex	120
1000	Greyman	120
1000	Stimulex	90
	Worlebridge	100
1000	Valm	100
1000	Valm	60
1000	Abingdon	100
	Isogel	600
	Newbold	1000
	Contac	200

The Surrey subscriber who received the above prescription says it's his record for number of items on one form, and asks if it's the highest ever. The Editor tops it from the days of "one shilling per form", when he saw items written in the pricing column — and even below the doctor's signature. On one such occasion the signature was dispensed as 1lb of cotton wool! But will someone else claim the 1984 record?

NAMED



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When you stock Vestric own label products, you can start dropping quite a lot of famous names right away. Many of the best-known names in the field are actually part of the range, repackaged and relabelled under our own logos.

The Vestric own label family offers you competitively priced lines, with good profit margins, yet still manufactured to high quality standards. Since every product is your own label pack, it engenders brand loyalty towards you, especially if you're using Vantage P.O.S. and shop display material.

All of which is well worth dropping a few names for,
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Vestrict

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READY

Charnwood Pharmaceuticals, a Fisons group company, have grown dramatically in recent years. Their range of standard tablet and liquid preparations combined with their strong wholesale connections provided the base for further growth.

STEADY

Weddel Pharmaceuticals showed steady growth in the manufacture and marketing of injectable products. This expertise plus their strength in the hospital market made them the ideal partner in this expansion programme.

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The two companies are now one. We're called CP Pharmaceuticals. And with a million pound investment programme underway we aim to build our range of liquid and solid dose products. At CP we offer a wide range of standard and branded products backed by strong wholesale distribution and technical support.

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Putting profit back into electricals

With some apparent stability returning to the small electrical appliance market, and pricing policies claiming to allow the independent retailer a decent margin, C&D looks at attitudes among distributors.

"The small appliance industry has been blinded by the multiples for a long time and only now is becoming aware of the needs of the independent," says Richard Tomczyk, of the London-based electrical wholesaler BDC. "Manufacturers cannot afford to distribute to independents. That is where distributors come in. We have to reverse the pricing policies of the past ten years — that does not mean the independent can offer the same price as a multiple but it would be reasonable to look for a differential of 5-7½ per cent."

"Re-establishing the independent's margin is hard. And the change in attitude from the industry has not yet filtered through."

That there is a change of attitude must be good news for the chemist. The majority of a manufacturer's business has traditionally been through direct accounts with multiples — Philips estimate only 20 per cent of their business goes through a distributor — and this has posed considerable problems for the

distribution network and independent retailers.

"Many people have gone bust over the past few years because of poor margins and old fashioned methods," says Mr Tomczyk. PRS, perhaps the biggest national distributor, pulled out last Summer, and a number of others deal only with key accounts.

Discounts and profit margins

The root cause of the problem — over-discounting by manufacturers resulting in profit margins being cut to the bone — seems to be a thing of the past. "The market is looking for higher margins now the price war is over. People are now prepared to give up volume for profit. The next stage is to exploit this," says Mr Tomczyk. To ensure that price cutting is not undermining his services and prices, and to help the independent remain competitive, he has set up a Price Watch service.

Richard Tomczyk, BDC's marketing manager, among the £8m of stock held at the London warehouse

"We felt we had a lack of contact with High Street prices. We now scour the Press for them. It allows us to go back to our prices and see what kind of margin the independent can earn. When we get down to single figures we go back to the manufacturers and ask them what we are expected to do."

"No one else offers such a service and both manufacturers and multiples have asked for it, one for self-interest and the other for self-protection."

Mr Tomczyk envisages the idea going further. "The manufacturer supplies us with products but has his own computer terminal. He can look at how the product is moving and can load for promotions etc. We can give 13-month product histories. We can also give the facility to retail outlets, and it is the independent who has the largest amount to secure from the idea provided he builds up his turnover enough."

Pilot programmes are being run with two manufacturers at the moment, but Mr Tomczyk is holding back on the retail end until he has got the other right. However he warns: "Manufacturers are going to have to get their business behind people who put money in rather than 'cowboys'. They are going to have to look at a differential for distributors. That does not happen at the moment."

Apart from Vestric, who stock Philips products, and the Braun range on behalf of Pharmagen, most pharmaceutical wholesalers are still reluctant to have

char



HP1327

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Philishave. The world's No.1 shaver.

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They are more reliable, more powerful, more efficient—and more appealing to the consumer.

The 4 new rechargeables from Philishave.

Better value for money and bigger profits for you!

Philips. The biggest name in small household items - \$92 million turnover during the year in 1983.

 **Philishave® Double Action**

PI337

HP1338

ELECTRONIC RECHARGEABLES

PHILIPS

anything to do with electrical goods. The problem as far as they are concerned is getting a decent margin. Mr S. Macpherson, operations director of John Hamilton Ltd, comments: "The retail chemist has an apparent need for a margin greater than we can provide while remaining competitive against specialist suppliers."

This view is echoed by Butlers' director Mr Hugh Butler. "We do not handle a range of electrical goods. We would like to do so but find the quantities we can purchase do not allow us to be competitive with the major electrical wholesalers." (The company does stock the Philips and Braun shaver ranges however.) The majority of pharmaceutical wholesalers contacted by C&D saw specialist distributors as providing the principal source of supply.

With some independent wholesalers claiming to be surviving only on prompt payment discounts offered by manufacturers, their unwillingness to invest in an area which has previously proved unprofitable is hardly surprising. However, Pharmagen report some progress with their efforts to get Braun products stocked (see p1264) and William Davidson Ltd, based in Aberdeen, say they are considering stocking a small range on a seasonal basis.

Barclays say they only actively sell against stock during the Christmas period. Mr Griffin, managing director of Sales Distributors (Walsall) stocks a range of electrical products but does not find it easy to get what he wants. "We get whatever is in demand but there is no continuity of supply," he says. He shops around using two or three other wholesalers to meet his demands. However with some price stability becoming evident it is to be hoped that the supply situation improves.

For the chemist who wants a variety of stock on a year-round basis the electrical distributor still appears to be the only answer.

Hot little number

Dreamland's Heating Pad should achieve sales of 200,000 during 1984, says promotions manager Mike Jubb, with chemists currently taking a 32 per cent share. With the electric blanket market stable with 50 per cent penetration (as it has been for years) the company is backing the new product heavily. A national campaign is planned for the Autumn with advertising in home interest, women's and Sunday magazines and the *TV Times*. Designed to relieve muscle and joint pains — particularly in the

BDC remains committed to the sector, with its monthly insert in C&D providing a reminder that the chemist now has a profit potential in electricals.

A long term view

But as Mr Tomczyk admits, the chemist is one of the most difficult areas to develop. "We have taken the long term view — we see our role as helping the retailer sell a certain type of appliance. To do that we have to take the product to the place it sells best, and some products are in their element in the chemist. It's very difficult to buy some personal care products outside a chemist, and difficult for the consumer to ask some of the questions they can ask there, in other outlets."

BDC now reckon to have around 1,000 regular chemist customers, rising to 1,800 at peak periods. At any one time the company has around 2,500 chemists on its mailing list, which is reviewed every six months. "Pharmacists' accounts are not as I would like to see them," says Mr Tomczyk. "We started in the sector three years ago, but I'm sticking to my guns."

The product mix sold changes continuously and produces some surprises.



elderly — the product claims advantages over liniments, hot water bottles and heat lamps. Available from Ridley's (Wholesale Chemist) Ltd, BDC, Bækay and Eaton White.

Gift calculators and children's watches are surprisingly popular. A number of chemists have opened up their trade and are showing a greater interest in ranging, he says, now stocking rechargeable, battery and mains shavers for example.

This may be in part due to increased interest in chemist outlets by sales representative from the larger manufacturers. John Holmes, trade sales manager at Braun, reckons to see a figure of 15-20 per cent of pharmacies in his salesmen's itineraries. A reorganisation of the sales force has meant two representatives in the London now calling only on chemists.

"The leading companies have very good sales forces," says Mr Tomczyk. "On the margins BDC makes we cannot afford to employ a sales force." Braun, Philips and Clairol are three companies he mentions as having done a good job.

Braun have suffered at the hands of Philips in the shaver market in the past few months, he feels, with the latter's success with the Double Action range.

Foot spas are also big business, says Mr Tomczyk, but only when the weather is hot. Travel plugs, heating pads, travel irons, blood pressure cuffs and thermometers are other items that enjoy current popularity.

But the bottom line for any independent stocking electrical appliances is whether he can get a big enough margin to make it pay while accepting that he can never compete price-wise with the discount stores. But while having to accept a differential of around 7 per cent, he can generally offer a greater range and more variety in personal care items.

"We have a vested interest in making sure that all hands in the circle are happy," says Mr Tomczyk. "We can carry on being wheeler dealers, but I am going to have a damned good crack at making people bring some control back into the business. I have been tremendously encouraged by the manufacturers' response in the past three years."

"I am the first champion of controlled margins, but if someone makes me live in a sea of pirates then I will be number one pirate."

Moulinex — two ranges

Moulinex' SCA range of pistol dryers, aimed at the young market gets a power upgrading and new colours this year. Prices

range from £7 to £11, with a dual voltage version of the 1000 and the 1200 being a two speed model. An SCB range (below) with similar prices is for those with more conservative tastes. David Pearson, marketing manager expects the hairdryer market to remain static at around 2.2 million units this year, with 1,000 watt-plus models taking some 850,000 of sales.



No.1 in Curlers

It won't surprise you to learn that it's the butane gas Braun independents which lead the way. This unique concept allows your customers to use either the tong or the brush 'Anytime, Anywhere'. These plus our electric curlers, including the attachment (LS40), are enough to make the competition's hair curl!

Stock Braun - look after No.1

BRAUN

Pharmagen battle on

Braun and Pharmagen joined up in the Autumn of 1982, with the intention of putting Braun products into the chemist through pharmaceutical wholesalers. Although Pharmagen report increasing business, wholesalers are proving hard to convince.

Last year when C&D spoke to Pharmagen, the company said that while it was pleased with initial developments in its partnership with Braun, the main problem would be getting support from chemist wholesalers. In spite of a year in which Pharmagen report increasing sales, this continues to be the case.

Pharmagen say their sales of Braun products are now well into six figures and are ahead of budget by almost 40 per cent. Good news indeed, but the other side of the coin is that 60 per cent of this business is done direct because of lack of wholesaler outlets — this compares to around 20 per cent for most other product categories.

With one or two notable exceptions wholesalers have not yet understood what is available to them, Mr Bernard Sparling, Pharmagen's general manager, maintains. And when chemists are placing large orders as well as repeats, making it possible for them to insist on direct terms, it is difficult to say no.

"Thus over 60 per cent of our trade with Braun is now direct," says Mr Sparling. "However, as we hold agencies for other brands, chemists tend to add these items as well. Wholesalers are therefore losing out in other ways."

"We do not wish to develop a large direct account universe — our resources are limited — and we hope that more wholesalers will update themselves on the situation and revise their policies." Pharmagen's target for the Christmas period is higher than last year, but would be considerably higher given adequate wholesaler support, he says.

This lack of widespread support has led to a change in strategy to convince wholesalers there is business to be had. "In 1984 we will be encouraging transfer order trade through

chemists on a pre-sell basis. We hope that by adopting this strategy early in the year, it will give the more nervous wholesaler the opportunity to test the water before committing himself. There are dangers in this, of course, because in doing it we are only improving business artificially in the short term. It is vital that wholesalers give continuous distribution support otherwise delays in delivery will have an adverse effect on the trade the chemist is trying to build up," says Mr Sparling.

Looking to expand?

Remington say they are looking for ways to expand their sales in the chemist area. The Spring saw three new additions to their shaver range with the Super Mesh single foil system. Aimed at the lower to middle price bracket the SM range offers a rechargeable (SM400 £25) and two mains shavers (SM100 £14, SM200 £15). Soft travel pouches are being introduced for the Micro Screen range (right), along with new packaging. Advertising plans are not yet finalised but £100,000 is being spent on television promotion and further monies in the Press.

So what have Pharmagen achieved in their first full year? First their sales force has increased to 12, largely due to the extra business generated by Braun, according to marketing manager Alan Shepherd. The company now reckons to cover over 3,500 branches, 1,200 more than a year ago, he says, and in areas of the country such as East Anglia where there was previously no representation.

Suitable for the chemist

The Babyliss inhaler comprises a basin heated by a thermostable PTC element, and a conical shaped inhaler top. A deconges-

tant, mixed with water, is placed in the base and heated. Another new product the company feels is suited for chemist distribution is the Epilmatic wax hair removal system. A low temperature hydrosoluble wax is heated in a compact container on which a heated roller is attached. The heated wax is applied to Cellophane strips and then to the skin. The container, roller and strips can all be purchased separately. In the haircare field the company has launched a narrow 9mm styling iron, and a retractable compact curler brush with a built-in curling attachment. For travellers there is a hair styling set with a dual speed single voltage dryer (which operates at 500 and 1,000 watts).

But more significantly Mr Shepherd says business is up ten times in the first quarter of this year on Braun goods compared with what it was a year ago. "This shows that people are restocking after Christmas, which must be a good sign. It tends to indicate that some chemists are beginning to regard Braun as a stock line throughout the year."

He feels most of the trade is new business, coming from new accounts, rather than damaging sales in other outlets and taking business from established electrical distributors.

"We feel in terms of new accounts we have somewhere around 600 — people who have not stocked electricals for at least the past two years. It's been done mainly through the use of promotions, such as Christmas mailings." The suburban chemist is the outlet that is taking up the business in a big way, according to Mr Shepherd, giving the example



of Walsall, an area where he claims to have some 80 new accounts.

As already indicated, progress on the wholesaler front is less encouraging. Vestric have stocked Braun for some time now, and are the only national wholesaler to do so. Macarthy's list the products on their price file, which is a major breakthrough, but it is up to individual branches as to whether lines are stocked. Pharmagen say they had a successful pre-sell operation with Macarthy's Wembley branch before last Christmas, with Pharmagen doing the selling in September and October and stock delivered by November. They also claim to have picked up a good deal of business after exhibiting at the recent Macarthy's trade show at the Barbican.

A number of other wholesalers that C&D contacted also stocked electricals from Braun. Barclays stock their lines on a seasonal basis, although Graham Rollerson warns: "It's conditional on them coming up with the right deal as far as this Christmas is concerned." Butlers and Sales Distribution carry stock, but admit to looking elsewhere and shopping around.

But it is Unichem's refusal to have



No one comes close to Braun in rechargeable shavers. The unique universal shavers all feature the amazing 1 hour quick charge, a built-in recharge, automatic and mains as well as adjustment and operation... all to provide the very latest in shaving technology... And all with a rechargeable performance to match.



Stock Braun—look after No.1

BRAUN

anything to do with electricals that is thwarting Mr Sparling at present. "The Unichem problem is the disappointing one. We have been trying to convince Mr Dodd that his views are outdated and there is a lot of profit bypassing his members," says Mr Sparling. With distribution patchy through independent wholesalers Pharmagen need a national alternative to Vestric to offer a comprehensive service to the chemist.

While Pharmagen do not expect the chemist to compete with large electrical retailers working on cash and carry margins, they say their package allows him to sell at prices which are competitive to similar retail outlets at around 20 per cent profit on return. That message seems to be getting to some people at least.

Chemists better off now prices more stable

Price stability in the small appliance market has helped narrow the gap between manufacturers and independents. Sales through chemists are still very low, but there are signs of a healthier future.

For a number of years there has been a yawning gap between small appliance manufacturers and independent retailers.

Chemists who may wish to have stocked electricals have faced problems in buying small quantities at a price that allowed a decent margin. Manufacturers, while recognising that the chemist is an ideal outlet for personal care items, have been reluctant to develop the sector. One sales representative described calling on a chemist as "a death wish."

There are, of course, notable exceptions to this general picture. Braun have been

Braun clock in and brush up

Braun is pushing into two new areas in the small electricals market. Having found, somewhat to their surprise, that they were the fourth largest brand in battery quartz alarm clocks, Braun have come up with what they describe as "the Christmas gift of 1984."

Braun's new clock, the AB30VS, is voice activated — if it rings and you shout at it, it stops, and goes into a four minute snooze before starting up again. The alarm is de-activated by a noise level of 45 decibels, and the alarm volume works up from a quiet to a loud ring in three phases.

Available in two sizes the smaller version (around £15) becomes available in July, and the larger version (£20) in August. The product will be demonstrated later this year in a television commercial, to develop what Braun hope will be a volume market.

The other area the company is looking to develop is the dental hygiene market.

Updated versions of their electric toothbrushes — the D3 and D3T — are now available but, says trade sales manager John Holmes, a plateau in sales has been reached. Distribution is reasonable and market research has shown there is a high level of satisfaction with the product, but it is felt there is not sufficient understanding of the product.

So from July 1, for six weeks, Braun are offering through Pharmagen a rechargeable unit for a member of shop staff to take home and use, for a minimum

order of six dental hygiene products.

An advertising campaign breaks on July 1 to support the products, and Braun have obtained legal clearance to use the claim that their product causes a 73 per cent reduction in plaque after four weeks brushing compared to an ordinary manual toothbrush.

Elsewhere Braun say the market share of rechargeable shavers has grown from 8 per cent three or four years ago to 22 per cent last year, and improved technology has brought down price. £600,000 is being spent to promote the Synchron Universal rechargeable.

A further £600,000 is being spent on the Braun Independent curling tong. Braun sold 1 million units in less than 18 months, and after two years claim to have no idea of the market size as they have never had enough stock to satisfy demand. However they reckon to sell 3 million gas refills this year.

To support mens mains shavers a money off offer, flashed on-pack, is being sold in at the moment. The coupon is redeemed direct with Braun and £5 off is being offered on the Micron 420, £4 on the Synchron Club Deluxe and £3 on the Synchron Club.

An experimental promotion in conjunction with Gillette gives consumers money off coupons to be redeemed by the retailer through Nielsen. With the Lady Elegance mains shaver, instead of money off, the consumer is given three pairs of free tights.

working hard through Pharmagen to bridge the gap over the past year-and-a-half. Philips made a determined leap forward with Sangers Agencies, but with that company's demise seem to have lost some of their direct contact.

Now, however, policy changes in the industry itself have put the independent in a stronger position. Stricter pricing policies by manufacturers have allowed specialist distributors such as BDC, Eaton White and Beekay to offer prices which permit the in-

dependent to sell electricals without being drastically undercut by the multiples.

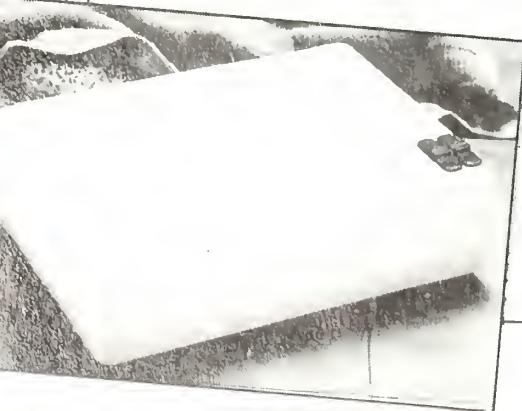
The industry has also got itself a trade association — the Small Electrical Appliances Manufacturers' Association — which although still in its infancy has had the beneficial effect of bringing some sort of united voice to a large collection of companies.

SEAMA says, not surprisingly, that chemists remain a valuable outlet for sales of small electrical appliances. Ranges of electrical goods stocked by chemists have grown over recent years. The Association does not agree that it has been difficult for chemists to find decent margins — "We feel it is perhaps that they are used to larger margins on toiletries which have a small unit price," says SEAMA chairman David Elliott. "But the unit price of electricals is obviously larger and although the margin is less the return from each sale is greater."

Mr Elliott added that SEAMA does not believe discounts are so important on small hair and personal care appliances. "It is unlikely that consumers will travel to a large

Pifco challenge Clairol in footbath market

Pifco have followed their dry foot massager with a new massage footbath. With an rsp of £22 the unit has six control settings providing combinations of water heat and massage conditions. The footbath is styled in white with blue trim and has non-slip foot pads with over 400 "stimunodes".



Philips offer solaria agency deal

Philips started producing rotary shavers in 1939 and the 200 millionth unit comes off the production line later this year. The market for mens shavers has remained virtually stable at 1.6 million units a year, the company says, with rotaries accounting for 600,000 of that.

The Double Action Electronic has superseded the original Double Action and a poster campaign is planned nationally in September and October, when distribution is estimated to be sufficient. Television advertising is planned for Christmas. The improved versions (two mains, three rechargeables) claim to be quieter, shave 19 microns closer and, for the rechargeables, give 150 minutes of shaving from a 24-hour charge.

Blood pressure metres and electrical thermometers are items that people particularly look for in chemists, say Philips.

Four new hairdryers are offered in the current range, rated from 550 to 1,200

watts, and further developments are to come in this area, based on the current body shape. Philips recognise the demand for higher wattage products and are not going to be left behind, but feel 1,000 to 1,200W dryers are adequate.

For the enterprising chemist Philips are offering an agency deal on their Sun Canopy solaria. Consisting of a full length UV-A "bed" and a canopy (HP3140 and 3141), the units retail at about £350-400 for each half. The deal Philips offer is that the chemist would take the order and payment from the customer. Philips deliver direct, and the chemist is paid a commission.

Philips also offer a Sundealer scheme for the retailer who wants to stock solaria in depth. Although committed to stocking a range of products, Philips undertake to pass on any inquiries in the area to the retailer, and to refer potential customers. For details contact Mr Reeves, sales and marketing manager, solaria, Philips Small Appliances, Drury Lane, Hastings.

discount store when they are paying only £10-£15 for an appliance and the saving is likely to be small."

A local chemist also has the benefit of attracting consumers who regularly walk past the store, he suggests.

This is a point picked up by Braun's trade sales manager, John Holmes. "We are seeing quite a radical change in our distribution in the High Street. In London the electrical retailer has moved out and the chemist has moved in. We now have two people in the area just to serve chemist outlets. Elsewhere the chemist is stealing the middle ground in suburban areas to a high degree."

A restructuring of the sales force has followed this realisation and Mr Holmes now reckons on between 15-20 per cent of his salesmen's calls being to chemists. "I think that will increase. Pharmagen have been a catalyst which has allowed us to reach the chemist."

Braun say they operate a strict pricing policy. "Our products require total distribution, and that requires a high degree of pricing balance," says Mr Holmes. "The independent must be able to compete realistically."

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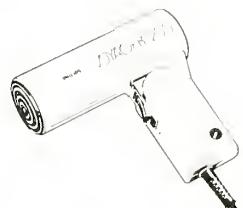
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with the multiples." To have maintained such a pricing policy over the past few years has required an enormous amount of commitment, he says.

Philips say they also try to keep their wholesaler price list inviolate. "We have a rigid line," says Mr A. Fleetwood, sales and marketing manager for shavers.

Claire hold a sizeable share of the hair-care appliances market. Says Fiona Harrison, international marketing director: "The proportion of sales of Claire appliances — and other brands in the personal care category — through independent chemists is currently very low, but we can detect an increasing interest which is reflected in an encouraging sales trend."

A recent survey for the company among chemists not currently stocking appliances showed that many still feel the category is inappropriate to the smaller outlet with limited

space, that it is not relevant to their business, and there is a widespread belief that they cannot be competitive in the price or range offered with the large electrical multiples. This view appears to be shared by the major pharmaceutical wholesalers, say Claire.

The bulk of sales

The bulk of appliances are sold through general multiple retailers such as Boots and Woolworth, says Fiona Harrison, with less than 20 per cent of all sales accounted for by electrical retailers. "The independent chemist, with its association with hair and beauty products, is a natural outlet for this product area."

The chemist can expect to be price competitive, she says, with Claire products being available from wholesalers on terms equal to those available to other independents

(but not multiples?). The company does have a volume-related price list for those who buy direct, but the differentials are quite small. "It is also a fact that the greatest sales of personal care appliances do not go through the outlets offering the cheapest prices. Price sensitivity among consumers is much less than that displayed by the retail trade."

"The consumer seeks an element of choice among advertised brands, particularly in the pre-Christmas period — 70 per cent of all sales of hair care appliances take place between September and December."

Like a number of other manufacturers Claire tip the health and beauty appliance business as being poised for a boom period over the next five years. "There is an opportunity for the independent chemist to carve a niche for himself in this growing market where his help and advice will be a key sales aid," says Ms Harrison.

Traveller promotion

Traveller International have appointed Dewitts as their distributor to the chemist trade. The company's travel adaptors allow three pin plugs and two pin shavers to be adapted to suit mains sockets worldwide.

The Travel plug is being promoted during the Summer with a British Airways £10 cash voucher on every blister pack for adults travelling on Enterprise and Sovereign holidays. This is the first of a range of products that Traveller will be promoting through Dewitts this Summer and advertising support is planned.

Fabergé electricals

Badge marketing has been long established in the US, but this year has seen its arrival in the UK appliances market with hairdryers selling under the Fabergé and Vidal Sassoon brand names.

Hairflyre approached more than one company before signing a deal with Fabergé and launching a range of ten products earlier this year. Mel Barker, general manager, aims to generate more interest from the chemist area, and uses joint promotions with Fabergé perfumes to promote the electrical goods.

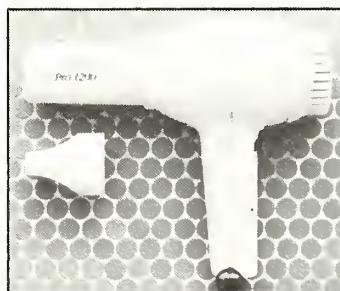
The company will be using the Brut name on a range of two hairdryers to be launched in September for the Christmas period, followed by a range of electrical shavers in 1985, obviously aimed at the male market. Hairflyre is an offshoot from a US parent, which, Mr Barker claims, is the largest producer of personal care items in the world. In the US they market products under the Fabergé, Brut, Grand Finale and Ronson names.

Richard Tomczyk, of London-based electrical distributors BDC, feels there is

room in this country for this type of product, "but it requires very heavy advertising. The companies involved have not got the size of operation to offer a competitive price."

There is no doubt that the idea has some sort of cachet, he suggests, and that it gives a bit more profit to the retailer.

Mr Barker reports being ahead of his sales target at present.

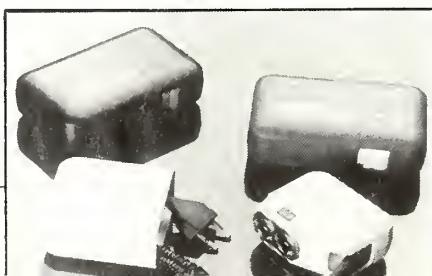


Badge marketing — a novel idea in the UK

Top of the new Pifco range — the Manhattan



Philips' Le Mans — doing well in the young market



All revealed in August

Pifco are following up the launch of their flagship low-noise hairdryer range in March with a number of new personal care products. Details will not however be available until August when the 1984/85 catalogue will be published.

Home Appliances International in March marked the start of a campaign by Pifco to promote their entire range, the company says.

Total spend above and below the line in 1984 will top £1m. A travel product promotion ends in June, but the Summer and Autumn sees the promotion of the new hairdryers — the New Yorker, the Broadway and the Manhattan — in the women's Press, linked with a US competition which includes a visit to a top New York hair and beauty consultant.

Pifco's "Good gift guide" will be available again this year and a quarter of a million copies will be issued at point of sale from September.

Krups weigh in

A sophisticated electronic personal scale is to be introduced by Krups in August. Called the Fitcontrol Memo it will have a detachable (wall mountable) display and control unit and an electronic memory capable of storing up to seven weights concurrently.

Krups managing director Terry Ruby says the chemist has been a significant outlet for the company since it first introduced products into the UK in 1964. "We expect the importance of the chemist's role in our marketing operation to grow rather than diminish."

Perennial problems of the GI tract

The final article in this series deals with pruritis ani, constipation and diarrhoea. It concludes with a flow chart indicating an approach to dealing with patients presenting with lower GI problems.

There are many possible pathologies for chronic anal and perianal itching (Table 1), so it should be investigated if it does not respond promptly to simple measures. The skin around the anus is moist and is liable to maceration. It may trap faecal residues in the anal folds, this being a common cause of irritation.

Itching is worse at night and is aggravated by heat and scratching. Since scratching gives only temporary relief, a scratch-itch cycle may be established leading to substantial skin damage, as in any persistent pruritic condition. Though frequently trivial, the condition can cause considerable discomfort and social embarrassment.

Management: Any specific cause should be established and treated: this resolves the problem completely. More usually, however, treatment is non-specific. The patient should stop scratching and in severe cases cotton gloves may be worn at night to avoid skin damage due to scratching during sleep. Careful attention should be paid to toilet hygiene, so cleansing tissues or bland creams can be used to clean the area thoroughly after defaecation, followed by a dusting powder to keep the area as dry as possible.

Ointments are best avoided, since an oily film on the skin promotes further hydration and skin maceration, which aggravates the problem. However, a very light film of soft paraffin may minimise faecal soiling. Oral antihistamines help to suppress itching, non-sedative ones (eg astemizole, terfenadine) being used during the day and sedative ones (eg diphenhydramine, promethazine) at

night. However, the choice of an antihistamine depends very much on patient tolerance.

In intractable or severe cases, corticosteroid creams may be indicated, possibly combined with an anti-pruritic (crotamiton) or with an anti-infective agent (miconazole or a tetracycline antibiotic) if there are infected excoriations. A benzodiazepine may also be prescribed. Creams containing antihistamines and local anaesthetics are best avoided due to the risk of skin sensitization and consequent aggravation of symptoms. However, some patients find them beneficial and use them for long periods without adverse effects.

Constipation

This may be defined as a reduced frequency of defaecation, ie less frequency than is normal for the individual concerned, accompanied by difficulty in passing hardened stools.

Aetiology (Table 2): Defaecation is a highly variable function and normality may range from three times per day to once in three days. The usual symptoms of constipation are difficult and infrequent or irregular defaecation, which may be accompanied by malaise, headache, tiredness and anorexia. Alternatively, there may be abdominal distension, pain in the left iliac fossa or felt diffusely. In elderly patients *faecal impaction* may occur, which is accompanied by restlessness, confusion and a *spurious diarrhoea* due to the overflow of built-up fluid around the faecal

Table 1: Some possible causes of pruritis ani

Poor toilet hygiene Pregnancy Allergy/ irritation	— clothing — medication/cream, ointment — toiletries/soap, aerosol — fistulae — abscesses — external haemorrhoids
Local disease	— Crohn's disease — infections, infestations — fungi (<i>tinea</i>) — yeasts (<i>Candida</i>) — protozoa (<i>Trichomonas</i>) — helminths (threadworms)
GI problems	— psoriasis — dermatitis/eczema — dermatitis herpetiformis
Dermatological conditions	— liver, kidney failure — endocrine — diabetes mellitus, hyper/hypothyroidism, polycythaemia rubra vera
Organic disease	
Psychogenic	

mass. Passage of very hard faeces may cause anal tears, with consequent pain, initially and at each subsequent motion until healing occurs.

Management: If constipation is of recent onset it is important to exclude secondary causes (Table 2), especially in patients over 40 years of age. In *simple constipation* the patient should be counselled particularly on diet (wholemeal and bran products, fruit, vegetables), fluid intake and exercise. Defaecation with the thighs raised towards the abdomen assists by increasing intra-abdominal pressure, so a low toilet and/or a "squat box" may be useful. Regular, unhurried toilet habits should be encouraged.

If these simple measures are unsuccessful, bulking agents, lactulose or a stool softener (docusate) may be helpful (Table 3). However, patients react very variably to bulking agents (and other laxatives) and any of them, including bran, may cause discomfort, griping and flatus. Bulking agents must not be used if faecal impaction is suspected.

For the occasional simple constipation, eg in travellers whose normal diet and lifestyle is temporarily disrupted, micro-enemas or

Table 2: Some possible causes of constipation

Simple	— unusual diet (holidays) — diet low in fibre — low fluid intake — ignoring the call to stool — lack of exercise — inactive colon — lack of muscle tone } especially in elderly patients or post-operatively — pregnancy — irritable bowel syndrome — diseases causing painful defaecation: proctitis, anal fissure/stricture, haemorrhoids — metabolic disease (diabetes mellitus, hypothyroidism), obstruction (usually occurring acutely), Crohn's disease, carcinoma, sigmoid diverticular disease, gallstones (occasionally), volvulus, intussusception (usually in infants) — spinal lesions — Iatrogenic: anticholinergics, amantadine, antacids (aluminium and calcium), anti-diarrhoeals, benzodiazepines, codeine and narcotics, diuretics, iron, phenothiazines, antidepressants, chronic laxative abuse
Secondary	— diseases causing painful defaecation: proctitis, anal fissure/stricture, haemorrhoids — metabolic disease (diabetes mellitus, hypothyroidism), obstruction (usually occurring acutely), Crohn's disease, carcinoma, sigmoid diverticular disease, gallstones (occasionally), volvulus, intussusception (usually in infants) — spinal lesions — Iatrogenic: anticholinergics, amantadine, antacids (aluminium and calcium), anti-diarrhoeals, benzodiazepines, codeine and narcotics, diuretics, iron, phenothiazines, antidepressants, chronic laxative abuse
Psychogenic	— diseases causing painful defaecation: proctitis, anal fissure/stricture, haemorrhoids — metabolic disease (diabetes mellitus, hypothyroidism), obstruction (usually occurring acutely), Crohn's disease, carcinoma, sigmoid diverticular disease, gallstones (occasionally), volvulus, intussusception (usually in infants) — spinal lesions — Iatrogenic: anticholinergics, amantadine, antacids (aluminium and calcium), anti-diarrhoeals, benzodiazepines, codeine and narcotics, diuretics, iron, phenothiazines, antidepressants, chronic laxative abuse

By Dr N.D. Harris and Mr R.J. Greene, Department of Pharmacy, Chelsea College, University of London.

CLINICAL PHARMACY

Table 3: Some commonly prescribed products used to treat constipation

Bulking agents	Liquid paraffin	Contact laxatives
<i>Ispaghula/psyllium</i>	Agarol* + Petrolagar etc* + Milpar*	<i>Bisacodyl</i> <i>Dulcodol</i> <i>Dulocolax</i> <i>Danthron</i> <i>Dorbanex*</i> <i>Normax*</i> <i>Sodium picosulphate</i> <i>Laxoberal</i> <i>Picolax*</i> <i>Sennosides</i> <i>Bidrolar</i> <i>Senade</i> <i>Senokot</i> <i>Aloin</i> <i>Alophen* +</i> <i>Bile salts</i> <i>Opobyl +</i> <i>Veracolate* +</i>
Softening agents	Osmotic agents	Motility stimulants
<i>Docusate</i> Diocetyl Klyx*	<i>Sodium laurylsulphate etc</i> Micolette* Micralax* Relaxit*	<i>Bethanechol</i> <i>Distigmine</i> <i>Neostigmine</i> <i>Pyridostigmine</i>
Carbon dioxide producers		
<i>Methylcellulose</i> Celevac Cellucon Cologel	<i>Lactulose</i> Duphalac Gatnar	
<i>Sterculia</i> Inolaxine	<i>Magnesium sulphate</i> Kest + <i>Glycerin suppositories</i>	
<i>Bran etc.</i> Fybranta Lejibre Proctofibe	<i>Beogex</i>	

HP: The following are proprietary. Readers will be aware of many other products in the classes mentioned.

*Compound products: may contain other agents listed.

+ These products, or some forms of them, contain phenolphthalein. This substance is probably the commonest of all laxatives, but may colour the urine pink or cause rashes. It may also cause colic and vomiting in young children.

Counselling points:

- An adequate fluid intake is important, especially with bulk laxatives.
- Patients are very variable in their tolerance to laxatives.
- Bulking agents are contra-indicated in faecal impaction.
- Products containing magnesium and phosphate are unsuitable for long-term use.
- Softening agents (surfactants) may promote the absorption of other ingredients.
- Products containing liquid paraffin are unsuitable for children and the elderly, due to the risk of inhalation pneumonitis.
- Aloes, bile salts, castor oil, colocynth, jalap and podophyllin tend to be very irritant.

bisacodyl suppositories are useful as relatively fast acting, single dose products.

In more severe cases products containing contact (irritant) laxatives such as senna, bisacodyl, danthron or sodium picosulphate may be needed. However, the regular use of these agents or any other laxatives, should be discouraged, since the bowel becomes atonic (non-motile) and unresponsive, thus exacerbating the condition. Avoidance of laxatives may be very difficult in older patients who have been chronic laxatives users.

Patients with colonic atony may be helped initially in adaptation to new laxative techniques with motility stimulants (Table 3), given about 30 minutes prior to attempting defaecation. However, these drugs are either cholinergic compounds or anti-cholinesterases and can have widespread adverse effects, e.g. sweating, salivation, intestinal cramps, diarrhoea, flushing, difficulty in breathing and hypotension. They are generally contraindicated in elderly patients.

Products containing liquid paraffin may be useful occasionally to lubricate and soften a hard faecal mass, especially if defaecation is painful due to haemorrhoids or anal tears. However, in the long term it reduces the absorption of oil soluble vitamins and may cause

anal leakage, especially in the elderly.

Patients with faecal impaction will often be aware of a mass in the left iliac region. This is treated by the instillation of a warm arachis

oil retention enema, to produce softening, followed by a hypertonic phosphate enema. If this is unsuccessful, the mass has to be removed manually and this is an unpleasant procedure, occasionally involving surgery under general anaesthesia.

Laxatives must not be used if there is a suspicion of appendicitis, since they increase the risk of perforation and peritonitis.

Diarrhoea

This is an increased volume or frequency of bowel movement relative to the normal for an individual, usually with increased fluidity. Since the normal frequency of motions varies so greatly, it is essential to establish just what a patient means by the term "diarrhoea". Diarrhoea is a symptom, not a disease, and there are many possible pathologies (Table 4) some of which have been dealt with in previous articles. With acute diarrhoea, the commonest causes are contaminated food (gastro-enteritis), recent travel abroad and medicines.

Management: Most cases of gastro-enteritis are self-limiting, the most important aspect of treatment being adequate fluid and electrolyte replacement, using a BNF sodium chloride/glucose formulation or a proprietary product (Dioralyte, Electrosol, Rehidrat). This is especially important with infants and young children, who can become dehydrated very rapidly (see Table 5). Restlessness and fretfulness in an infant may be misinterpreted as a requirement for more food, and deaths have occurred due to giving excessively concentrated feeds or feeds supplemented with glucose. If a baby is unwell, the safest course is to use fluid and electrolyte replacement until proper medical advice can be obtained. A properly nourished child will not come to

Table 4: Some possible causes of diarrhoea

Acute	- Gastroenteritis ("food poisoning")
Chronic	- Protozoal infections - Enteric fevers - Organic disease
Iatrogenic	- Food induced - Psychogenic - Almost all drugs can cause diarrhoea in particular patients. The following are common causes - Antibiotics - Antacids - Cardiac drugs - "Health Salts" - Intestinal radiotherapy
	- Bacterial invasion, Toxins (bacterial, mushrooms, etc) - viruses
	- Crohn's ulcerative colitis, diverticular disease, irritable bowel syndrome, diabetes, biliary problems, pancreatic disease, cystic fibrosis, cancer - malabsorption syndromes, food allergies, inappropriate diet - anxiety, depression
	- clindamycin, lincomycin, tetracyclines, nalidixic acid, erythromycin, rifampicin - magnesium compounds - digoxin overdose, guanethidine etc

Table 5: The signs and symptoms of dehydration in previously well patients

NB. The occurrence of signs depends on the severity of the condition. The elderly and the young present special difficulties in diagnosis.

Thirst.

Lethargic/confused/comatose

Diminished skin tension (a flap of skin raised by pinching should spring back promptly)

Dry tongue

Dizziness (postural hypotension)

Tachycardia

Reduced urinary output

Additional signs in infants:

Weight loss greater than 1 per cent per day (10 to 15 per cent weight loss indicates severe dehydration)

Pale bright lips

Sunken eyes

harm if food is withheld for 24 hours but may do if fed excessively.

Milk or milk products should be reintroduced cautiously after a prolonged period of diarrhoea, since there may be inadequate lactose absorption temporarily and a consequent osmotic diarrhoea.

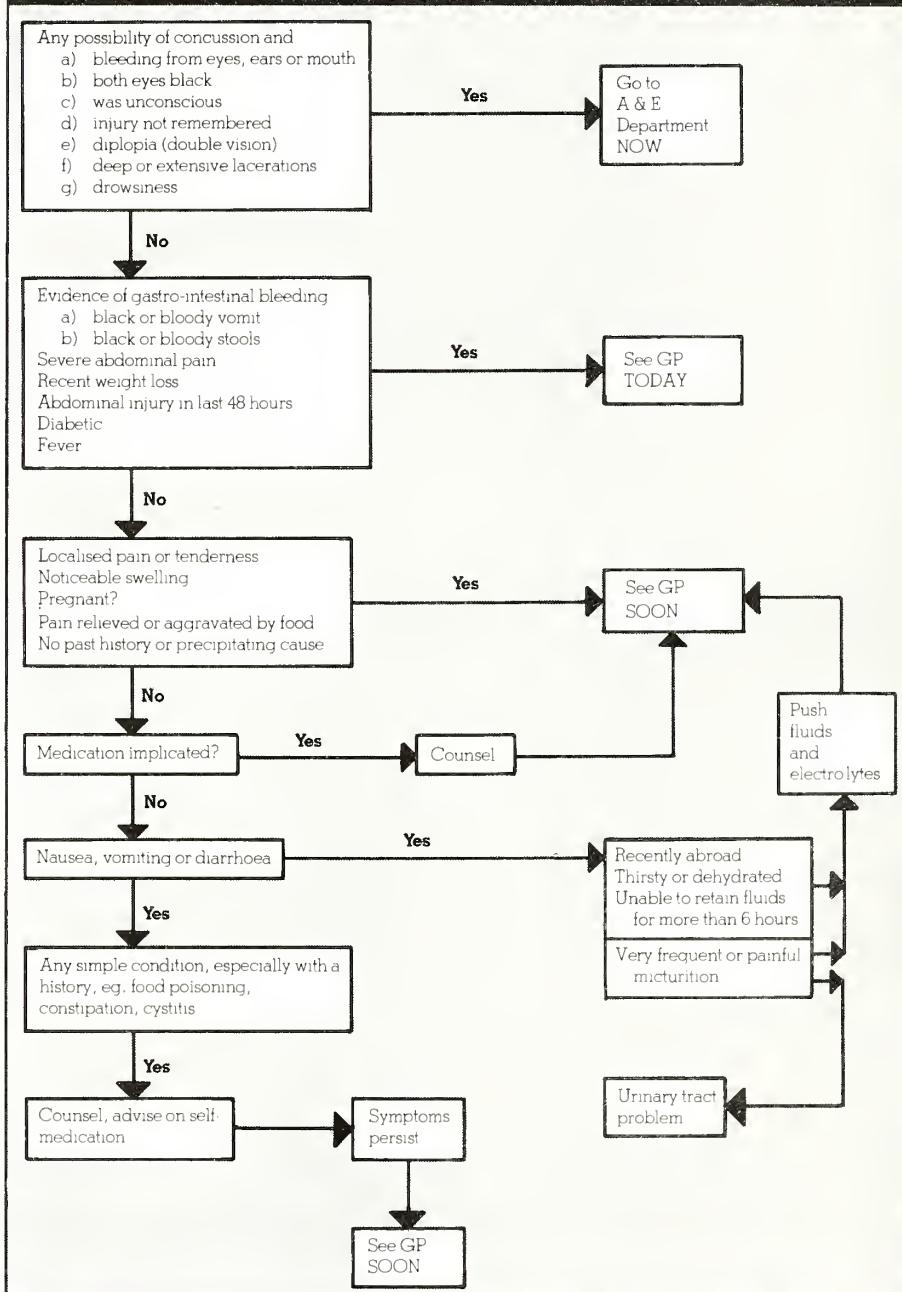
The approach to patients with abdominal discomfort

A flow chart giving one approach to deciding on an appropriate course and urgency of action in such patients is given in Figure 1. This is not intended to be all-embracing and does not apply to young children. Such charts may be constructed in many different forms, depending on the desired objectives, and it is a useful exercise for readers to construct their own chart using their experience and a medical textbook. This gives the clear understanding necessary to its proper use: subsequent reference to it need then be made only occasionally. The use of such charts must be tempered with experience and good sense, eg fresh blood on the stools in a patient with a history of haemorrhoids, in whom other pathologies have been ruled out, is to be expected from time to time. However rectal bleeding in a middle aged or elderly patient with well controlled haemorrhoids, especially if associated with additional symptoms, such as weight loss, indicates the possibility of a more sinister pathology and requires investigation.

The precise nature of any advice will clearly depend on a provisional diagnosis, eg food poisoning, simple constipation or cystitis. In the latter case, treatment for simple cystitis should involve ample fluids. If there is significant dysuria, a urinary antiseptic

may be added, with the caution that, if the symptoms do not remit in 24-36 hours, the patient should see their GP. However, more severe symptoms associated with signs of systemic disease would lead to the advice to push fluids but to see the GP on that day.

Figure 1: Decision tree for a patient presenting with abdominal pain or discomfort



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Losing your profit-share?

It is probably unusual for your magazine to receive a letter from a chartered accountant. However, as an accountant specialising in advising and preparing accounts for community pharmacists, I have recently been concerned by some of the terms applied by major wholesalers before paying their annual profit-shares.

The case I have most recently encountered involves the payment of a significant amount of profit-share in June each year in respect of trading up to the previous December. The profit-share is only paid if the pharmacist is still using the wholesaler's ordering system at the time the discounts are paid.

If the pharmacist wishes to change major wholesalers between January and June the whole of the previous year's profit-share could be forfeited — catch 22 if you decide to seek better terms elsewhere, sell your business or retire.

From my own experiences I sincerely believe that not all pharmacists are aware of the potential problem *before* they commence trading with certain wholesalers.

At a time when pharmacists are reviewing a fundamental change in their contract, I should be most obliged if you would allow me to advise all community pharmacists to carefully examine all the "small print" before accepting any supplier's terms.

David A. Scott
Sutton Coldfield

HEALTH CENTRE NEWS

West Midlands RHA plans a £493,000 health centre, the Stonydelph Health Centre for **Tamworth, Staffs.**, to be built next year. Permission is being sought for a health centre at 56/100 Ashton Road, **Droylsden** for Doctors Hill, O'Reilly, Butler and Williamson of 49 Fairfield Square, Droylsden. French Keir Property Investments and London Transport Executive are seeking permission for a single storey health clinic on land off Station Road and Church Way, **Edgware**. The Health Authority at Tower Hamlets seeks permission to make alterations and extensions at the Wellington Way Clinic at **Bow**, at a cost of £368,000.

Boots say clawback will cost them £6m

Boots have set-aside over £6m against retail division profits as a worse-case provision for clawback.

The company achieved real sales growth of 10 per cent in non-prescription sales, "the best for many years".

Government action to control drug manufacturers' profits will, says chairman Peter Main in his annual report, "be detrimental to the highly-successful UK-based pharmaceutical industry."

Good results in the retail division had been helped by a more stable economic climate and better weather in the important run-up to Christmas.

"Most important of all, we welcome the climate of consumer confidence created by the Budget, which should benefit consumer confidence in the current year" Dr Main goes on.

The retail division now operates seven optical practices, which are described as "an outstanding success." The company says its pricing policy here is designed for impending changes in the law which will

affect the market for both NHS and private glasses.

Home computers are now on sale in around 200 branches, and Boots say their sales of £40m make them the leading UK retailer in this field.

Pharmaceuticals had a difficult year in many countries, including the UK, but managed "excellent progress" in others. International sales increased by 18.1 per cent over the year, most of the growth coming from overseas — the US in particular.

"A number of promising potential products are under study, including an antidepressant with a novel pharmacological profile" says the company. In consumer products, sales growth of 11.7 per cent is credited largely to the performance of Crookes and Optrex. UK sales in the retail division, just £980.5m as recently as 1980, have now reached £1,456.9m. Dr Main received a pay rise of £18,000 during the year — bringing his total salary to £99,000.

Foolproofs' lead camera sales

Latest figures on the UK photographic market put total 1983 sales at a record £610m — 8 per cent up on the previous year. Equipment accounts for £230m, film for £155 and developing for £225.

Pharmacy outlets cover 61 per cent of volume sales, but only 11 per cent in value terms.

The position is reversed for specialist camera stores, where 17 per cent volume translates to 53 per cent value.

About 3.3 million still cameras were sold in 1983, a figure which is expected to stay pretty much the same for the rest of the decade.

Around 60 per cent of sales came from the "foolproof" sector — Instamatics, disc cameras and 110s. Various SLRs make up the remainder.

The picture is the same in film, where 65 million of the 78 million units sold were for colour negatives.

Sales of video cameras rose by one third to bring UK ownership up to some 300,000. "Snap: a 1984 review of the UK Photographic market" (£30), Chambers & Cox, 7 Rathbone Place, London W1P 1DE.

Booker bid referred

Dee's takeover bid for Booker McConnell has gone to the Monopolies and Mergers Commission.

Booker McConnell — parent company to Kingswood Chemists and health food chain Holland & Barret — have advised shareholders to sit tight. They argue that a takeover would lead to a Dee monopoly in food distribution.

Secretary for Trade and Industry Norman Tebbit has asked the Commission

to report in six months. The Commission's job is to decide if the merger would be against the public interest, and the Dee bid automatically lapses until the report comes out.

Fisons awards

A **Fisons** film on deficiency anaemia has won two awards. The film was shot in India, Mexico and Kenya, where Fisons provide Imferon to treat the problem. The British Industrial and Scientific Film Association gave the film its gold award and the *Financial Times* export award.

Unichem extend profit share

Unichem are extending their profit-sharing scheme with the addition of some 3,500 product lines.

"Nearly all" the company's 5,000 counter products will now carry 8 per cent monthly profit share, providing they are bought in pack quantities and paid for within 30 days. Annual profit share also applies, and Prosper users qualify for an additional 1½ per cent.

"The change has been made to give pharmacists the simplest method of ordering normal counter products at low cost in comparatively small quantities" explains managing director Peter Dodd.

□ Unichem's Soler Touriste apartments in Cyprus are now ready for occupation, and will appear in the company's Summer 1985 brochure. A preview folder offering special rates to shareholder members and their staff is currently available.

Albert name to vanish

Albert products will be marketed by Hoechst's Pharmaceutical Division from July 1.

The same sales force will be promoting both ranges of products, with all orders being handled by Hoechst. It is eventually planned to discontinue products in the Albert livery.

The rationalisation in sales force, has led to a number of redundancies. Hoechst recently cancelled plans for a £10m pharmaceutical research plant in Milton Keynes due they said, to Government pressure on the industry.



Arthur C. Cox have officially opened their factory in Barnstaple, North Devon, five years after it began operations. The plant replaces their old premises in Brighton, which it became obvious were no longer adequate in 1976. North Devon was decided upon as a suitable area for relocation as many of the existing Cox staff had holidayed there and had been prepared to move. The 70,000sq ft facility offers tablet making, liquid and cream manufacturing, packing and quality control areas, as well as a variety of administrative functions. Arthur Cox started life as a Brighton chemist's shop in 1839.

Public unhappy on returned goods

A "massive" 85 per cent of consumers who took part in a National Consumer Council survey, published this week, registered dissatisfaction with the treatment they received when returning faulty goods.

Rudeness of shop staff, the insistence of staff on adhering to their company's policy rather than the law, and delays in repairing faulty goods, were just some of the complaints which the report, "Buying Problems: consumers, unsatisfactory goods and the law," reveals.

About one-third of the complaints surveyed concerned personal items such as shoes and about a quarter household goods. One in five items did not work at all, although this rose to 45 per cent in the case of electrical goods. Almost a quarter were brought from a local shop.

In more than one-third of the cases the seller accepted responsibility for the fault

and attempted a repair or replacement which proved unsatisfactory. In a further fifth, he did little or nothing.

"The general impression left by our research is that it cannot have crossed the minds of many business people that complaints can provide an invaluable source of information to enable them to improve performance" says the NCC.

Cases revealed that it was easier to resolve complaints with low-cost items. One customer said: "These problems don't seem to take too long to sort out if one has a loud voice and a shop full of customers."

The Council says there may be a case for a "separate and easily accessible" Consumer Sales Act and proposes that manufacturers as well as retailers should be legally responsible for the quality of goods. It stresses a need for more consumer education, a "really effective" small claims procedure and more staff training.

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Regency lose Boots account . . .

Regency Film Services no longer process films for Boots: the break was made on June 1.

Over the past 50 years some of Boots processing has been done by Regency. They were one of the first winners of Kodak's Gold Award for Quality.

Since Boots business "once formed a disproportionate amount" of Regency's turnover, the Enfield and Leicester based laboratories say they have made a

concerted effort to boost Regency branded business through the 600 independent outlets.

Says Regency managing director, Richard Cross: "We anticipate virtually all of the old Boots business will be replaced by the end of the year. We stress that our commitment is now to the independent dealer and that no new business will represent a disproportionate or controlling share of our turnover."

. . . as Boots go East

Boots recently opened a subsidiary company in Hong Kong responsible for buying electrical goods in the Far East.

The new company, Boots Retail Buying is the group's first overseas venture devoted to purchasing and related activities.

"The new base is principally for ease of quality control and buying," a company spokesman told C&D. "The Far East has long been an important source of merchandise for us and Hong Kong, besides being a significant supplier in its own right, makes an ideal base in the

region, with its central location and excellent communications."

The new company will cover the whole region from Japan to Singapore, including China. It is largely concerned with non-chemist products such as electronic and electrical goods.

The company's managing director is Mr Lionel Wood who, prior to taking up his appointment in Hong Kong, was head of non-chemist merchandise testing in Nottingham.

Boots Retail Buying Ltd has taken 2,300sq ft of space in the Harbour City Development in Kowloon. The office is equipped with the latest technology and is linked to the UK head office by an integrated computer system.

£5,000 award for fragrance co

Fragrance encapsulators Market Answers are joint winners of the Radio Four Enterprise '84 competition. And they hope to enter the chemist field with a range of their own products soon.

Managing director John Nettleton — who's worked in the past with Schwarzkopf and Colgate-Palmolive — set-up the company with partner Jack Avery in September 1980.

The product which got the company off the ground was a scented drawer-liner produced for Marks & Spencer. Market Answers were asked to help improve the life of the fragrance. Within eight weeks of initially being approached with the problem, Market Answers were able to provide samples on-shelf.

"We were very lucky with Marks & Spencer admits John Nettleton. "The product was successful in test marketing, and so it went out to all stores.

Volume built up very quickly, and we were thus able to set up a fairly heavy discounting scale. This guaranteed us a rather good cash flow."

Market Answers will retain contract manufacturing as a "bread-and-butter" side of their business. But by late next year they

hope to have their own range of fragrance products going through pharmacy outlets.

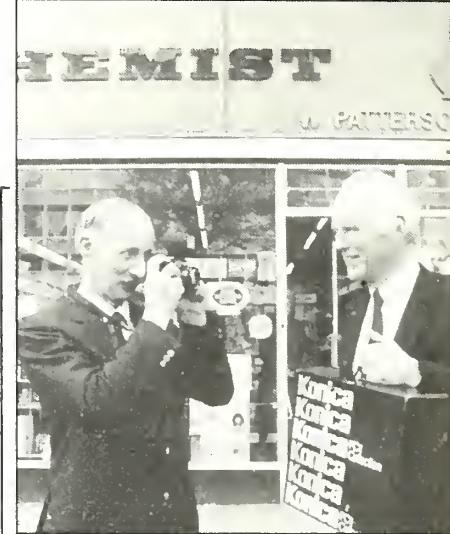
"The independent pharmacist does carry an awful lot of authority for us" says John Nettleton.

Winning the competition — albeit jointly with another company — has netted Market Answers £5,000.

Ilford in focus

Ilford this month officially opened a £38m development of their Mobberley site, marking the completion of a four-year rationalisation plan involving the closing down of three Essex plants.

The decision to relocate in Cheshire was taken in 1980 in the face of increasing losses. The Mobberley workforce has increased from 500 to around 1,500 including 275 from Essex. Ilford now manufacture all black and white film products and photographic papers on site along with their supporting chemistry as well as distributing from there Ciba-chrome and colour products. Managing director Mr Bill Hunt says Ilford are now trading profitably again.



Pharmacist William Patterson focuses his new Konica camera on Unichem director Frank Jamieson, MPS. Mr Patterson won the camera in a Unichem lucky draw.

Chanel six committed

Six London men have been committed to trial at Snaresbrook Crown Court accused of conspiracy to defraud Chanel.

They are Roy Pain of Cholesbury, Stephen Jory of Hackney, Fadil Assaf of Kensington, Robert Coles of Ilford, Raymond Young of Chingford and Christopher Hawkins of Barnet.

Coles, Young and Jory were originally charged last September, at that stage with conspiring "with persons unknown" to defraud Chanel by manufacturing and selling fake branded perfumes. The others were charged later.

Assaf faces charges involving distribution and sales, while the rest are accused of distributing and selling the product. Reporting restrictions were not lifted.

EVENTS

Institute of Pharmacy Management International. East Sussex Education Centre, Corsica Hall, Seaford, East Sussex September 16-21. Part seven of the management development programme, "Finance and costs." In conjunction with The management centre, Brighton polytechnic. For owners/managers and senior executives. Residential course designed to improve profitability. Application plus £220 by July 15 to Peter Mumford, Management Centre, Brighton Polytechnic, Trevin Towers, Gaudick Road, Eastbourne BN20 7SP (tel Seaford 895726).

Advance information
11th National Conference for Information Pharmacists. Bodington Hall, Leeds, September 20-21. Theme is "Information to the patient." Details from Dr A. Judd, Drug information centre, Leeds General Infirmary, Leeds LS1 3EX.

Hospital Pharmacists Group, Pharmaceutical Society. Postgraduate medical centre, Chancellor Wing, St James' Hospital, Leeds, on October 12. Drug Information workshop. Cheque for £15, payable by August 1, to Dr R.T. Calvert DPhO, Leeds General Infirmary, Great George Street, Leeds LS1 3EX.

European Society of Clinical Pharmacy. 13th European symposium on clinical pharmacy, Bournemouth, October 24-26. Theme is "Computer technology and clinical pharmacy." Details from Dr J.W. Poston, Welsh School of Pharmacy, UWIST, King Edward VII Avenue, Cardiff CF1 3NU.

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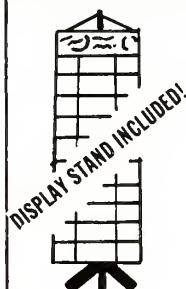
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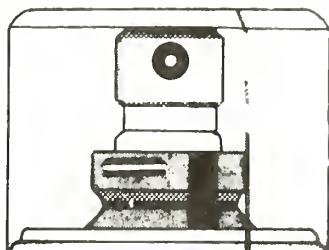
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French trip a success

Four pharmacists from Harrow and Hillingdon branch enjoyed some good old-fashioned hospitality recently when they visited their opposite numbers in France.

Harrow is twinned with Douai, a small industrial town about 120 miles from Paris. Eva Baker, Steven Collins, Kay Roberts and Peter Utton — were invited over by Mme Corteel, the town's adjunct for international affairs. Also in the welcoming party were local pharmacist Cllr Foruit and officials from L'Orde des Pharmaciens du Nord.

The British party were able to visit several retail pharmacies in Douai and see how the system works in France. All dispensing over the channel is by original packs, because the French pharmacist endorses prescriptions not with the amount dispensed, but with the cost of that item. He is then reimbursed by the Government for that amount. French pharmacists have no equivalent to *C&D*, but receive fortnightly microfiches updating the prices of dispensary items.

Computerised order systems are quite common. The Fortuit's pharmacy, for example, having a Prestel-type set-up which Steven Collins describes as "very much like Martindale Online."

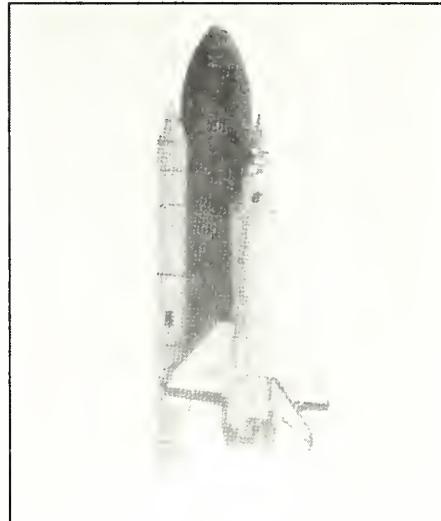
Overall memories of the trip for the British contingent are of the courtesy with which their French hosts greeted them.

Lanimead post

Roger King has been appointed as consultant pharmacist to Lanimead Medical Computers Ltd.

He will be retained on a full time basis and will be responsible for advising the company on all aspects of pharmacy-related equipment, including patient records. He will assist with special customer applications and in applying the company's products to overseas markets.

Mr King is presently working as a pharmacy manager for Selles Chemists Ltd, at Hedon, near Hull, where he is involved in a project on pharmacy-held patient records. The project is being backed by the Pharmaceutical Society, and it is hoped preliminary results will be published later this year.



Space Walker

Charles Walker, first fee-paying passenger on board the American space shuttle, is the closest we've yet come to a pharmacist in space. It's his job to produce in weightless conditions a new drug which he says "will be of real benefit to humanity".

Mr Walker works for McDonnell Douglas who, in partnership with Johnson & Johnson, have been using the shuttle to experiment with weightless electrophoresis separation.

This is the first time they've sent one of their employees out of the atmosphere, however, work on previous flights being done by the astronauts themselves.

Electrophoresis is carried out on Earth, but is much more efficient in space. The process separates a substance's components by subjecting them to an electric charge. Different parts separate according to how they react to that charge.

The problem on Earth is that gravity then takes over, and the components become partially mingled again. A "cleaner" result can be obtained in weightless conditions.

Previous work with the process has already helped produce insulin, and yielded useful hormones. McDonnell Douglas are understandably cagey about precisely what they're up to in this case, but will say they're trying to produce test quantities of a new drug which can then be tried out on human volunteers back on Earth.

Mr Walker's trip has not been cheap for the company. NASA are making no charge for his actual seat aboard the shuttle, but they did ask McDonnell Douglas to pay £60,000 for astronaut training.

Discovery — the third shuttle to be built — was awaiting the OK for take-off as *C&D* went to press.

No election for Welsh Exec

Mr V. Fenton-May is the only new face on the Welsh Executive this year. Mr Alan Crabbe (current chairman), Mr Roy Jones and Mrs Ann Marsden have been automatically re-elected.

Mr S. Southwell, secretary, announcing the results at the Welsh Executive's general meeting on Wednesday, said that no election had been held as only four nominations had been received. This was the first time it had happened.

APPOINTMENTS

All change at R&C

Reckitt & Colman are making management changes in their household & toiletries and pharmaceuticals divisions.

Patrick Rykens, formerly marketing director of household and toiletries has joined Reckitt's American company RT French. He is replaced by Dr Brian Bentley who used to be marketing director of the company's pharmaceutical division. Liam Strong from international development takes over as marketing director of pharmaceuticals.

Former managing director of household and toiletries, Mark Foster, becomes managing director of pharmaceuticals and Gil Turner moves back to household and toiletries as managing director.

Hickson International plc: Mr J.C. Marvin will succeed Mr J.D. Horner as managing director when Mr Horner retires at the end of this year. Mr Marvin joined the company last year after 26 years with ICI.

LRC International plc: Mr R.C.A. Hall, managing director of the industrial holdings division and Mr W.S. Moran of the North American division have joined the company's main board.

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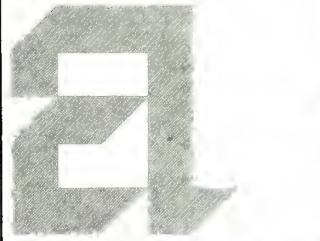
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